

BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

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of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

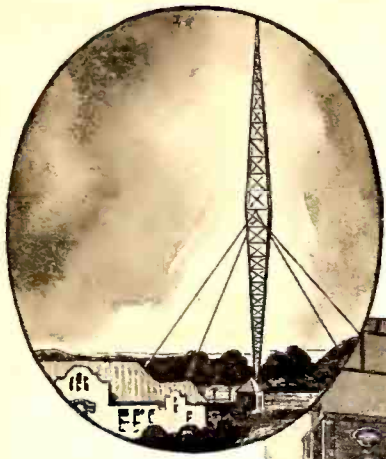
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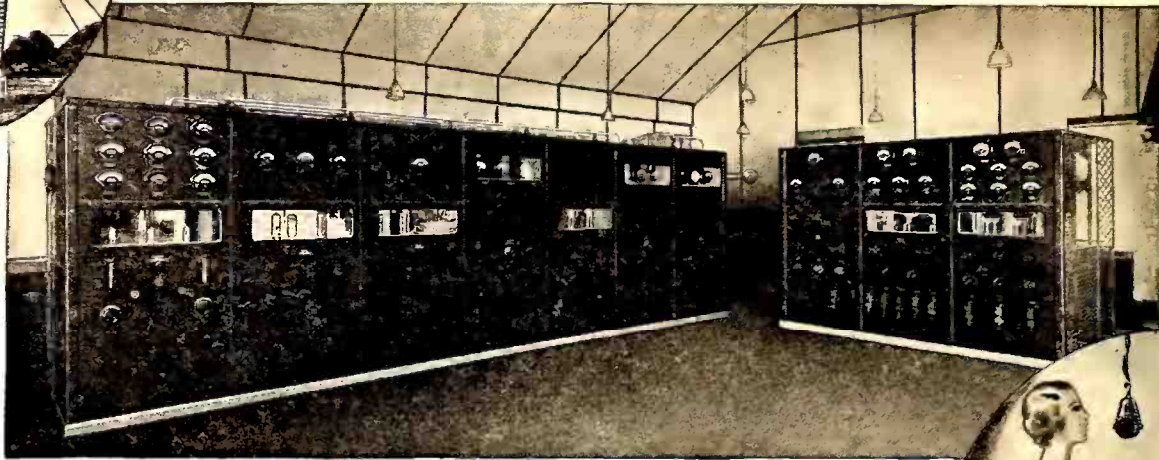
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A Western Electric 50 Kilowatt Radio Telephone Broadcasting Transmitter.




Broadcasting equipment..

by BELL TELEPHONE MAKERS



The correct type of apparatus for stations of all sizes is included in the complete line of Western Electric radio telephone broadcasting equipment. Transmitters, for example, range from small 100 Watt to huge 50 Kilowatt models. The name Western Electric vouches for the performance of this apparatus. Every piece is made to the same high standards of precision exacted in the telephones made by this com-

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175

*Western Electric
Equipped Radio
Broadcasting Sta-
tions now in opera-
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Coast.*

Also made by Western Electric—radio telephone equipment with which many cities are furnishing their police departments. Reliable to an unusual degree—a time saver between report and response. Information also upon request to the distributor.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR Electric Company

Offices in 76 Principal Cities

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See 7/24-44

Set 1
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764
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first

in North Carolina and South Carolina

♦ ♦ in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

♦ ♦ ♦ prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

♦ ♦ ♦ market

Strategically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

Station WBT, Inc.

Key Station of the Dixie Network of the Columbia Broadcasting System
Wilder Building Charlotte North Carolina

Is Radio Advertising Expensive?

RADIO advertising is not the exclusive toy of the advertisingly rich. Neither need it be a costly gamble. • Demand careful planning in your radio advertising—plus thoroughness of procedure, and, better still, test schedules that forecast results if efforts are extended. • We offer to any serious advertiser and his agency full cooperation in studying whether broadcasting has possible effectiveness in a specific merchandising plan—holding the initial endeavor to test proportions. • Our experience is based on a five year history—five years that have been productive of facts—innumerable and enlightening.

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The Commission Chairman Points With Pride

By MAJ. GEN. CHARLES McK. SALTZMAN

Chairman, Federal Radio Commission

AS TOLD TO SOL TAISHOFF

Calling Our Broadcasting Best in World, "The General" Urges Programs Improve Apace with the Technical Art

THE United States is today the foremost radio country in the world. In considering the list of its radio achievements, its people can well be proud of the status of its broadcasting. The United States is the birthplace of broadcasting. In our technical research laboratories, our scientists have brought forth remarkable creations for voice transmission. Our factories are producing the best radio equipment of the world. With this background and with a great wealth of program talent available, the progressive broadcasters of our country have made our broadcasting the best in the world.

The past year has witnessed a remarkable improvement in reception in many parts of the nation due to the modernization of equipment. The hearty cooperation of progressive, far-seeing broadcasters in complying with the provisions of General Order No. 111 (regarding transmission requirements) is having a marked effect in many sections, with the benefits accruing not only to the listening public but to the broadcaster. Many progressive stations are already complying with General Order No. 116 (regarding frequency deviations) even though it does not officially become effective until next year. Due to these two regulations, 1932 will find reception conditions in this country infinitely improved over previous years.

MORE IMPROVEMENTS

THE technical developments of the last five years are only the beginning. Our research technicians are still at work in the laboratory and will continue to bring forth devices and circuits for the further improvement of voice transmission. In the realm of mathematics, the fundamental principles and natural laws are



THE FEDERAL RADIO COMMISSION

Seated (left to right)—Commissioners Ira E. Robinson; Eugene O. Sykes, vice chairman; Maj. Gen. Charles McK. Saltzman, chairman; Harold A. Lafount, and W. D. L. Starbuck.

Standing (left to right)—Col. Thad H. Brown, general counsel; Dr. C. B. Jolliffe, chief engineer, and James W. Baldwin, Secretary.

not only fixed but definitely known. Mathematical problems can accordingly be definitely solved. In the field of radio, the principles and natural laws are as fixed and immutable as those of mathematics but some of these laws are yet not definitely known to us because the radio art is very young. As the months and years roll by, these principles and laws are becoming better understood by the scientists who are studying the art. So, although the United States today stands far out in front in broadcasting, we must be on the qui vive for constant improvement and must live with the realization that the splendid transmitting devices and accessories of 1931, now regarded as the last word in radio equipment, may in a few years be looked back upon as haywire.

Just as improvements are made in technical operation with better

signals laid down in the service area, just so must program improvements be made to bring better entertainment to the homes of the listening public. In this regard, the broadcaster oftentimes finds himself sorely tried. In a metropolitan service area, for example, there is a class that desires nothing but the music of Philharmonic concerts, while another class clamors for jazz dance music. There is a class that wants high grade educational programs to the exclusion of all others, while another class wants nothing of that sort. The broadcaster cannot please all. It is difficult for him to please the majority.

A time will undoubtedly come when certain stations will specialize on certain types of programs, but that time not having arrived, the average broadcaster, like the storekeeper, is left to wrestle with

the problem of endeavoring to offer to his customers a stock of programs to meet the demands of a varied audience. However, whatever the nature of the program selected, the broadcaster must constantly strive to improve its quality. Improvements in program quality should keep pace with improvements in technical operation.

In the case of a new facility like radio reaching into the very home life of our nation, it is inevitable that complaints will arise. When Alexander Graham Bell's first crude telephones were installed on telephone systems, the novelty of the wonderful invention soon wore off and many complaints were received as to the service rendered. The telephone company of today even with its wonderful equipment still receives complaints. The telephone company is constantly endeavoring to correct the practices which cause these complaints. The broadcaster, if he is wise, will do the same.

ABOUT SALES TALKS

ONE great source of complaint is in regard to advertising. So long as our country favors the competitive broadcasting of today as distinguished from monopolistic broadcasting, advertising must probably pay the bill and we shall listen to "sponsored programs." But there are sponsored programs and sponsored programs—programs in which the advertising is palatable, even interesting, and programs in which the sales talk is nauseating. I have in mind a program advertising a certain commodity in which the sales talk carried on by several actors is not objectionable but positively interesting. No one can object to it. Broadcasters, if they listen to the trend of public opinion, will commence to take steps to make these sales talks more palatable. The problem is theirs and not any official board's, and they should hasten to solve it.

The complaints received by the broadcaster from his listeners are oftentimes sorely perplexing. In

(Continued on page 28)

Columbia Scouts Independents' Fears of Replacement by System of Boosters

Network Officials Deny Any Plan for National Chain in Seeking Station in Washington

COLUMBIA'S proposal to erect a booster station in Washington, with power of 250 watts and synchronized to the clear channel of WABC, its New York key, does not mean the death of independent or network-affiliated stations, according to a statement by Harry C. Butcher, Washington director of CBS. The statement was made in connection with the withdrawal of Thomas Stevenson's letter of protest to the Federal Radio Commission, as executive director of the Associated Broadcasters of America, that the proposed Washington booster was the first step toward a nation-wide system that would free the network from dependence on independent station affiliations.

The hearing on the CBS application is scheduled for Oct. 19 before the full Commission. Engineers of the Commission, CBS engineers and others interested in the booster project will testify as to its feasibility. Station WMAL, Washington, the present CBS local outlet, which will leave the network if the plan meets the Commission's approval, will be represented by Thomas P. Littlepage, but will raise no objections. Columbia will be represented by Paul D. P. Spearman, formerly assistant general counsel of the Commission and now with the firm of Littlepage, Littlepage & Spearman.

The network was impelled to seek the synchronized outlet in Washington because of its inability to place enough of its programs in Washington over WMAL. With a synchronized outlet, it will be able to serve Washington with CBS programs 17 hours a day.

With the declaration by CBS that it has no idea of erecting a national system of boosters, Mr. Stevenson, whose association embraces a number of independent broadcasters, stated in his letter to the Commission that the association has been satisfied that its original objections were groundless. In the meantime, Sam Pickard, former radio commissioner and now station relations vice president of CBS, addressed a letter to all stations of the network stating that his company's aim was, first, to give Washington a full schedule of Columbia programs, and secondly "to contribute as much as is possible to engineering development."

CBS POSITION EXPLAINED

"The application of Columbia," Mr. Butcher stated, "for permission from the Federal Radio Commission experimentally to operate a 250-watt booster station in Washington, bringing to the nation's capital the complete programs of WABC, has brought to light several objections which, while possibly plausible to the uninformed, are not based on an adequate knowledge of the facts and are therefore erroneous.

"The first of these objections, and perhaps the most fallacious, is that practical application of syn-

chronization, as proposed experimentally by the Columbia System, sounds the death knell of the independent and chain-affiliated stations. Under present wave-length allocations, nothing could be further from the truth.

"With the wave lengths of the nation distributed as they are, the proper and non-interfering location of a booster station is equally as difficult as the establishment of a new station.

"Establishment of a new station is virtually impossible at present because of the congestion of stations now crowded into the definitely limited band of broadcasting frequencies. However, the booster principle, if proved practical in actual test, would make considerably better use of the nation's patrimony of wave lengths than is possible under present conditions.

"Because of the hope that synchronization would wholly remedy the present congested allocation, the effect of synchronization on existing stations has been widely discussed and greatly exaggerated.

NEED 50 KC. SEPARATION

"BECAUSE of the existing stations, each of which has to be separated hundreds of miles from other stations on the same or adjacent channels, there are but surprisingly few cities where a booster station can be established which will not interfere with reception of existing stations. This is perhaps better explained by saying that when two stations which operate on adjacent wave lengths are located too close to each other, the listener in the home hears cross talk, or both programs at once, or gets whistles and howls. In other words, a booster of Station WABC cannot be located in a city which has a station operating on a wave length within 50 kilocycles—five notches on the dial—of the WABC channel.

"This condition, coupled with the required geographical separation of stations, subsequently limits the cities in which a WABC booster station can be located. The restriction is further increased by possible interference on the adjacent wave lengths of stations in cities other than that in which the booster station is desired.

"Even if the proposed booster idea proves practical in daily operation and there were a reallocation to accommodate synchronization, individual stations now affiliated with networks have little, if anything, to fear because undoubtedly other network programs would become available to them when required. Network stations already are finding considerable demand for their time from local interests, and their managers oftentimes are nonplused in their efforts to meet both local and network demands for time. As radio continues to develop, not only as a means of expression and of entertainment, but as an advertising medium, there will be an increasing demand for

A Modern Grapevine

EDWIN K. COHAN, director of technical operations of CBS, has evolved a novel way of keeping in touch with headquarters while on the road in New York's metropolitan area. Driving a radio-equipped auto, he tunes WABC at the 15-minute station breaks. His cue to call headquarters is the announcement: "This is Station WABC in the City of New York." When the announcer simply says "WABC, New York," he knows things are O. K. in his line.

Hedges to Remain In Charge of WMAQ

Chicago Daily News Station to be Operated by NBC

WILLIAM S. HEDGES, president of WMAQ, Inc., and past president of the National Association of Broadcasters, will remain with WMAQ in charge of its operations when control of the Chicago Daily News station is taken over by NBC on Nov. 1. Miss Judith Waller, who has been with the station since its establishment in 1922, will continue as second in command.

Operation of the station under NBC management was described by the Daily News in an article published August 28 as a "partnership" between the broadcasting company and the newspaper. The change will result in a substitution of NBC for CBS programs; no other changes in the policy and few changes in the local programs of the station are contemplated. Plans of CBS to procure an additional outlet in Chicago to supplement WBBM have not been announced, and all the numerous rumors regarding new CBS affiliations have been ignored by the network officials.

Details of the deal whereby NBC obtained control of WMAQ have not been made public, but it is understood that NBC purchased 50 per cent of the stock of the station by arrangement between Col. Frank Knox, who recently succeeded the late Walter Strong as president of the Daily News, and M. H. Aylesworth, NBC president. The price is supposed to have exceeded \$500,000.

WMAQ, a clear channel station, though affiliated with CBS since that network's inception in 1927, is the home of Amos 'n' Andy. "Bill" Hay and the Three Doctors, well known on the networks. For six months before joining CBS in 1927 it was affiliated with NBC. The Chicago Daily News will continue to be represented on the air through its news flashes and by "The Daily News of the Air," which features celebrities on the newspaper's staff.

time on all stations.

"Incidentally, a booster station cannot broadcast local programs and therefore cannot compete locally for advertising against existing stations or newspapers."

New WCAU Studios to Cost \$350,000

Dr. Stokowski of Philadelphia Symphony Supervising

WITH the aid of Dr. Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra, WCAU, Philadelphia, soon will begin construction of new studios which it declares will incorporate the most modern equipment known to radio science.

The station, according to an announcement by Dr. Leon Levy, president of Universal Broadcasting Company, has completed an arrangement whereby three additional floors will be erected on the Franklin Trust Building, to be fitted as the studios, at an estimated cost of \$350,000. Plans for the construction are being completed by engineers of Columbia Broadcasting System and Western Electric Company, who are collaborating with WCAU engineers and architects.

In anticipation of the construction of the new studios, Dr. Stokowski has spent more than two years studying the future development of broadcasting, and it was announced that much of the acoustical work will be under his immediate supervision.

In addition to the administrative offices and studios, there will be an experimental laboratory especially constructed for Dr. Stokowski, where he will continue his studies and experiments in the transmission of music with the assistance of a radio engineer assigned exclusively to him for this particular work.

The broadcasting facilities will include seven studios of various sizes to accommodate every known type of program. According to Dr. Levy, each of these studios will be as sound proof as modern science can make it. They will be constructed with floating floors, walls on springs and suspended ceilings.

Each studio will be a "room within a room," under the plans, with partitions of double glass of two different thicknesses to prevent transmission of vibration. A special flexible acoustical treatment will enable the period of absorption and reverberation to be changed according to the size of orchestra or number of people in the room.

Arthur M. Clark, acoustical engineer, who has built studios for more than 40 stations, will be in direct charge of the installation. The plans he has devised anticipate the broadcasting of television programs, space for a television transmitter, lighting equipment and dressing rooms being provided.

Sunset Tables Revised

NEW sunset tables, revised as of June 30, 1931, have been published by the Engineering Division of the Federal Radio Commission. Sunset periods are given for every principal city in the country and for each month of the year.

N. A. B. Expects Record Attendance at Detroit

By PHILIP G. LOUCKS

Managing Director, National Association of Broadcasters

President Hoover Heads List of Prominent Speakers; Important Trade Problems Will be Considered



Philip G. Loucks

PROBLEMS of the broadcasters, in and out of the studio, will be considered at the ninth annual meeting of the National Association of Broadcasters at Detroit, on October 26, 27 and 28. Some of the topics are to be discussed by prominent speakers associated with the broadcasting industry.

Broadcasters from every state in the union will attend the convention, and indications are that attendance will break all previous records. Members and non-members alike are invited to participate in the discussions. Non-members, however, will not be admitted to the business sessions nor will they be permitted to vote in the elections or upon the numerous resolutions which will be considered.

The convention will be opened on Sunday, October 25, with a golf tournament at the Tam O'Shanter Golf Club, the winner of which will be awarded the N. A. B. golf trophy. A meeting of the board of directors will be held Sunday night, and numerous committee meetings are scheduled for Sunday afternoon and evening and Monday morning.

President Hoover will address the meeting from the White House studio at the opening session of the Convention which will begin promptly at Monday noon. The President's address will feature a half-hour broadcast which will be carried to the American public over the networks of the National Broadcasting Company and the Columbia Broadcasting System. In addition to the President's speech, Mayor Frank Murphy, of Detroit, Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, and President Walter J. Damm, of the association will speak in the half-hour program.

LIST OF SPEAKERS

AMONG the speakers who will be heard during the three-day convention are Senator Wallace H. White, Jr., of Maine; General Saltzman, John Benson, president of the American Association of Advertising Agencies; Levering Tyson, director of the National Advisory

PRESIDENT WALTER J. DAMM'S MESSAGE:

"BROADCASTING in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the moneys which we have expended nor the services which we have rendered the American public in the development of the greatest broadcasting system in the world. They speak of our business as if it could be cut down and destroyed by the mere wave of a wand or legislative fiat. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to the millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction."

Committee on Radio in Education; Bond Geddes, executive vice president of the Radio Manufacturers Association; Clyde P. Steen, director of the American Radio Association; Henry A. Bellows, chairman of the N. A. B. Legislative Committee; H. K. Carpenter, chairman of the N. A. B. Commercial Committee; and John V. L. Hogan, chairman of the N. A. B. Engineering Committee.

The annual banquet will be held on Tuesday night. Detroit radio stations, through a committee headed by Leo Fitzpatrick, have arranged entertainment featuring radio stars of national reputation.

Accomplishments of the association during the past year will be reviewed in the report of the managing director. This report will show that membership in the organization has increased nearly 60

per cent during the current year.

Much of the time of the convention will be devoted to a discussion of the perplexing commercial and legislative problems which confront the broadcasting industry. Among the subjects listed for discussion are the following: standardization of market and radio station data, cost accounting, rate maintenance, merchandising of an open time bureau or clearing house, collection and compilation of trade statistics, agency recognition, market and coverage surveys, double commissions, station representation, time brokers, music license fees contract forms, and other matters of interest to stations.

Declaration of a set of fundamental engineering rules applicable to broadcasting, television, synchronization, and antenna development are among the technical matters which will be discussed.

Legislative perils which face the industry will be treated in the report of the legislative committee, which will point out the dangers of impending legislation.

COPYRIGHT IS TOPIC

EDUCATIONAL and advertising campaigns for the entire industry will be proposed at the meeting.

A subject which is bound to receive considerable discussion is the copyright situation. The activities of the association in connection with the Vestal Copyright bill, which failed to pass in the last Congress, will be reviewed, and an effort is now being made to conclude the conferences between committees of the N. A. B. and the American Society of Composers, Authors and Publishers in time for a report at the Detroit meeting.

Among matters of minor importance to be considered are several amendments which have been proposed to the constitution and by-laws of the association.

Arrangements for the meeting are being made by E. M. Spence, Atlantic City; J. J. Storey, Worcester, Mass.; Frank M. Russell, Washington; Paul W. Morency, Hartford, Conn.; Harry C. Butcher, Washington, Leo Fitzpatrick, Detroit.

Our Headquarters

Throughout the course of the N. A. B. convention, BROADCASTING will maintain headquarters in Room 216, Hotel Statler. Visitors are cordially invited.

Tentative Program of N. A. B. Convention Hotel Statler, Detroit, October 26, 27 and 28

SUNDAY, OCTOBER 25

10:00 A. M.

N. A. B. Golf Tournament
Tam O'Shanter Club

1:00 P. M.

Registration opens

7:30 P. M.

Meeting, Board of Directors

MONDAY, OCTOBER 26

10:00 A. M.

Committee Meetings

12:00 P. M.

Convention opens.

(Program to be broadcast over networks of N.B.C. and C.B.S.)

Band selection

Call to order by President Damm

Address of Welcome by Mayor Murphy of Detroit

Response by William S. Hedges

Address by President of the United States

by special wire from the White House

Address by Maj. Gen. Charles McK. Saltzman, Chairman, Federal Radio Commission

Address by President Damm

Band selection

12:30 P. M.

Address by Senator Wallace H. White, Jr., of Maine

Address by Maj. Gen. Charles McK. Saltzman, Chairman, Federal Radio Commission

Address by John Benson, President, American Association of Advertising Agencies
Address by Clyde P. Steen, American Radio Association

TUESDAY, OCTOBER 27

9:30 A. M.

Report of the Managing Director

Address by Bond P. Geddes, Executive Vice President, Radio Manufacturers Division

Committee Reports

Discussion

1:30 P. M.

Address by Levering Tyson, Director, National Advisory Committee on Radio in Education

Committee Reports (continued)

Discussion

6:45 P. M.

Banquet

WEDNESDAY, OCTOBER 28

9:30 A. M.

Committee Reports (continued)

Discussion

11:00 A. M.

(Closed Session)

Report of Resolutions Committee

Election of Officers

Installation of Officers

3:00 P. M.

Meeting of Board of Directors

Nine Stations Given Maximum Power

Six Others Get 25 kw. as Radio Commission Holds to Limitation Order in Settling Year-old Issue

ONE-HALF of the 40 clear channels have been dedicated definitely to high power by the Federal Radio Commission by virtue of its selection of nine additional stations for power increases to the 50 kw. maximum. The stations were selected from among two dozen applicants, and unless litigation prevents, they shortly will be added to the roster of the 14 stations already enjoying the 50 kw. privilege.

Along with the 50 kw. grants, which filled the vacancies for this power existing under the regulations, the Commission also authorized six other clear channel stations to increase to powers of 25 kw. The action, for the time being at least, disposes of the high power controversy that has engaged the Commission for well over a year.

The usual Commission vote on power matters was broken when the case came before it on Oct. 1. More than a score of votes were taken as the Commission sustained the second recommendations of Chief Examiner Ellis A. Yost, in all but four respects. In his original recommendations, submitted last December, Mr. Yost had urged that all 40 clear channels be permitted to accommodate 50 kw. stations.

The stations which won the 50 kw. assignments are WOR, Newark; WCAU, Philadelphia; WSB, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHO-WOC, Des Moines-Davenport; KOA, Denver; KSL, Salt Lake City, and KPO, San Francisco.

Those awarded 25 kw. are WHAM, Rochester; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa, and KFAB, Lincoln.

The Commission began consideration of the high power issue on Oct. 1 in accordance with a resolution it had adopted last July. Commissioner Ira E. Robinson, who openly opposes high power, first moved that consideration for the applications for power of 50 kw. be indefinitely postponed. The motion was lost. Commissioner Harold A. Lafont moved that General Order 42, as amended, be rescinded, and this motion also lost. The surprise came when Commissioner Robinson voted with Mr. Lafont.

A third proposal, offered by Vice Chairman E. O. Sykes, that Examiner Yost's recommendations for grants of 25 kw. to all unsuccessful applicants for 50 kw. be denied, was lost with Saltzman and Sykes dissenting.

MINUTES OF MEETING

The minutes adopted by the Commission covering the tentative high power grants follow:

First zone—Stations WHAM, WBZ, WOR and WJZ. The Commission reversed the examiner in his recommendation that WJZ be granted power of 50 kw. The Commission granted the application of WOR for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Saltzman, Starbuck, commissioners, voted to grant the application of WHAM.

Second zone—Stations WCAU and WHAS. The Commission sustained the examiner and granted the application of WCAU for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Saltzman and Starbuck, commissioners, voted to grant the application of WHAS.

Third zone—Stations WAPI, WBT, WSM, WSB, KVOO and WREC-WOAN. The Commission sustained the examiner and granted the applications of WSM and WSB for construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Robinson, commissioner, voted to

grant the application of WBT in preference to WSM. The Commission denied the application of WREC, which sought the facilities of WSM.

Fourth zone—Stations WBBM-WJBT, WCCO, WGN-WLIB, WMAQ, WHO-WOC, WCFL and WTMJ. The Commission sustained the examiner and granted the application of WCCO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. The Commission reversed the examiner in his recommendation to grant WGN's application and granted the application of WHO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Starbuck, commissioner, voted to grant WCFL authority to operate with power of 50 kw. on 970 kilocycles experimentally. The Commission denied the application of WTMJ, which sought the facilities of WLS and WENR. In Docket 691 (WOWO) and 692 (WFBM) the Commission denied the applications (for 50 kw.).

Fifth zone—Stations KGO, KOA, KPO and KSL. The Commission sustained the examiner and granted the applications of KOA and KPO for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power. Starbuck, commissioner, voted to grant the application of KGO in preference to the application of KPO.

Station KNX having been defaulted (minutes, May 15, 1913) in their construction permit to build a 50 kw. station, created a third vacancy. The Commission filled this vacancy by granting the application of KSL for the construction of a 50 kw. station, 25 kw. regular and 25 kw. experimental power.

COMMISSIONERS' MOTIONS

In Docket 906, Examiners Report No. 42, Station KFAB, the Commission granted the application in part. The Commission granted KFAB authority to construct a radio station with power of 25 kw. and to divide time with WBBM as at present, Saltzman and Sykes, commissioners, dissenting.

Opinions are required in all the above cases.

Commissioner Starbuck moved that WHAM be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, voted no.

Commissioner Lafont moved that WBT be granted power of 25 kw. The motion was lost.

Commissioner Lafont moved that WHAS be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, dissented.

Commissioner Robinson moved that WBT be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, voted no.

Commissioner Lafont moved that WAPI and KVOO, sharing time, each be granted power of 25 kw. The motion carried. Saltzman and Sykes, commissioners, dissented.

Commissioner Starbuck moved that WCFL be granted power of 25 kw. experimentally. The motion was lost. Robinson and Starbuck, commissioners, for it.

Commissioner Starbuck moved that KGO be granted power of 25 kw. The motion was lost.

The high power action culminates more than a year of controversy within the Commission. In September, 1930, hearings were begun before Mr. Yost that lasted over a five-week period. The testimony presented was overwhelmingly in favor of maximum power on all 40 clear channels, and the applicant stations were unanimous in their demand that the Commission rescind General Order 42, as amended, and thereby avoid discrimination. Legal arguments were advanced also that this regulation is discriminatory and therefore invalid.

Testimony adduced during the lengthy hearings was to the effect that to install a 50 kw. transmitter entailed an outlay of approximately \$250,000 for equipment alone. Since there is no standard 25 kw. apparatus, a 50 kw. unit must be employed for stations of this output, unless composite plants are used.

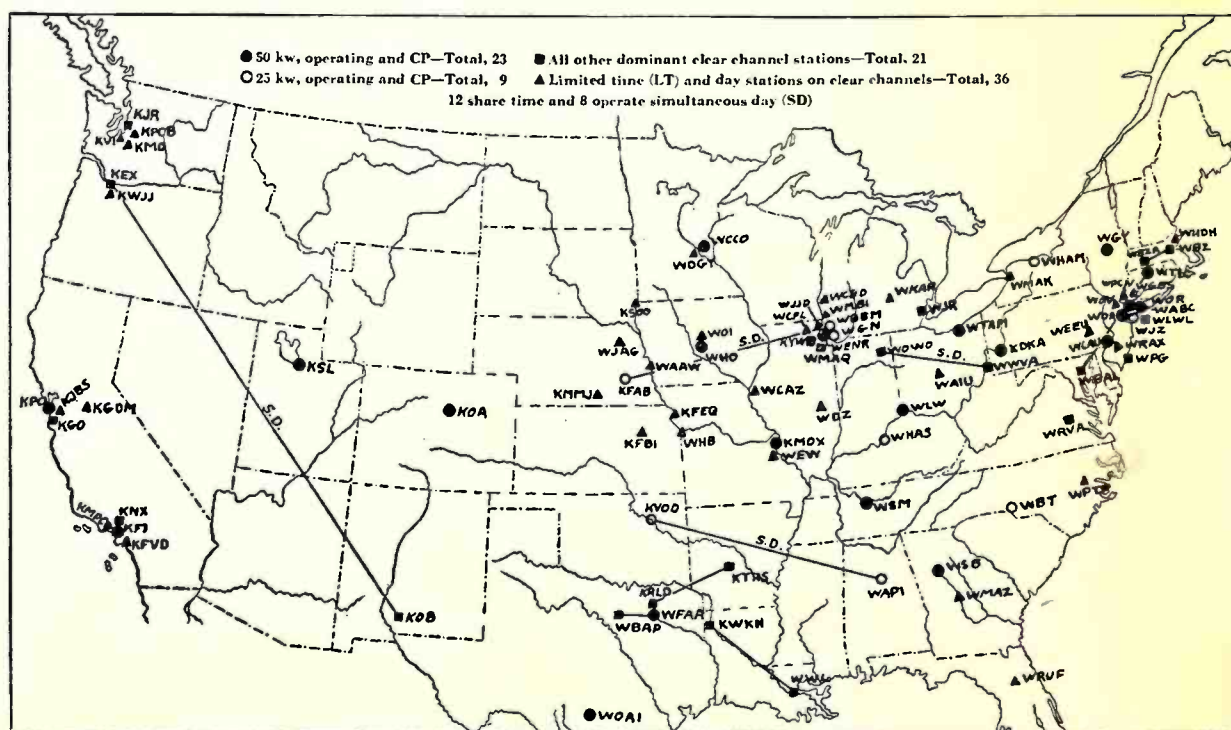
Already on the air with the maximum power of 50 kw. are stations WEAH, WGY, WTIC and WABC, in the first zone; KDKA, WLW and WTAM, in the second; WBAP-WFAA and WOAI, in the third; WENR-WLS and KMOX in the fourth, and KFI in the fifth. In addition, Station WJZ uses 30 kw., while stations WGN and WBBM are licensed for 25 kw. The remainder of the clear channel stations are using from 5 kw. to 10 kw.

APPEALS ARE LIKELY

THE grants will become effective when the Commission publishes the statements of facts and grounds for decision in each case. At that time those applicants who believe they are aggrieved may have recourse to the Court of Appeals of the District of Columbia. Such appeals are permissible, under the law, within 20 days after the final formal action by the Commission.

Litigation is expected. Station WTMJ, Milwaukee, whose application for 870 kilocycles, occupied jointly by WLS and WENR, Chicago, and for 50 kw., was denied, virtually has committed itself to appeal. Several other applicants indicated similar courses of action during the hearings last fall. It is improbable that the statements of facts and grounds for decision will be available before Nov. 1, and no appeals may be noted until they are published.

Should other appeals be taken, they likely will challenge the validity of General Order 42, as amended, to which the Commission adhered in making its decisions. It is not expected that there will be an appeal that will hold up the entire allocation.



Existing and Tentative Clear Channel Assignments, October 15, 1931

Danger Signals Ahead of the Broadcasters

By HENRY ADAMS BELLOWS

Vice-President, Columbia Broadcasting System

Wave Grabbing, State Legislation, Legal Tyranny, Dubious Commercial Practices Seen Menaces to Radio's Advance

WHAT dangers lie in the immediate path of American broadcasting, and how serious are they? We'll leave out such general industrial dangers as the economic depression—nobody can tell what may happen in these dubious times. Radio broadcasting seems as nearly immune from the immediate effects of depression as any industry can be, because the very conditions which have adversely affected the older advertising media have tended to turn business toward the broadcasting stations.

The past few years have given so impressive a demonstration of what broadcasting can do for its advertising clients that the industry's immediate business future seems relatively stable. It goes into the autumn with more contracts on the books than ever before at this time of year. On the whole, its clients are well satisfied, and from the standpoint of gross income the industry seems able to face the prospects of another long and cold winter without alarm.

•Danger No. 1 lurks in Washington, in the form of Congressional encroachment on the functions of the Federal Radio Commission. This danger ranks first, not only in seriousness but in imminence. As soon as Congress meets in December, attempts will be made to force the enactment of legislation depriving the Radio Commission of some part of its power to make allocations.

The question at issue is not whether a particular group, a branch of the government or a special interest is entitled to broadcasting facilities. That is essentially a minor matter. The real question is whether Congress shall take back part or all of the authority which it conferred on the Radio Commission by the Radio Act of 1927.

POLITICS MEANS CHAOS

ONCE let Congress undertake the allocation of broadcasting facilities by special legislation regarding even a single frequency, and chaos is in sight. The Radio Commission may or may not have done a good job, but at any rate it has worked in an orderly fashion and according to definite, if not necessarily sound, engineering principles.

Congress knows nothing about



Henry Adams Bellows

radio engineering, and cares less. No orderly scheme of radio development is conceivable if radio facilities are to be parceled out as political prizes by special legislation. The entire broadcasting structure of America will be shaken, and may very possibly collapse, if Congress, by enacting any measure regarding the specific allocation of broadcasting facilities, undoes its own handiwork of nearly five years ago.

This is Danger No. 1. How acute it is can be realized by any one who remembers that on February 17, 1931, the bill carrying the Glenn Amendment, allocating one clear channel each to "labor, agriculture and education," passed the Senate without a dissenting vote. The first session of the 72d Congress will see the introduction of anywhere from 20 to 50 bills, the ultimate effect of all of which will be to put Congress into the business of making radio allocations.

Danger No. 2 lies in the probability of ill-advised and misdirected action by state legislatures. We have already seen instances of this, most of them luckily abortive. It is exceedingly hard to keep track of the legislative activities of 48 states, and in many of them the local politicians are itching to get some measure of control over

AS ONE of the original members of the Federal Radio Commission, and subsequently as chairman of the legislative committee of the National Association of Broadcasters, Mr. Bellows was the logical person of whom to ask this question: "What do you regard as the chief dangers ahead for broadcasting?" Here is his answer.



broadcasting. In most cases the sponsors of state legislation affecting radio have not the slightest conception of the character and effect of their own bills. While it is true that most legislation of this type could probably be defeated in the courts, the battle would be a long and costly one. It is a danger regarding which the traditional ounce of prevention is invaluable.

COSTLY LITIGATION

DANGER No. 3 has become so solidly established that there seems to be not much to do about it. It is the result of the virtual abdication of the Federal Radio Commission in favor of the Court of Appeals. The Radio Act, in establishing the right of appeal, certainly did not intend that the licensing authority should hand over its power of decision in all important cases to the courts, but this is approximately what has happened. A hearing before the Commission is now generally regarded simply as a preliminary to an appeal, provided the applicant can pay the cost.

There is no telling what the total burden of legal expenses laid on the broadcasting industry by the Commission is going to be during the next year or two, but unquestionably it will at least equal the total

amount spent in the improvement of transmitting equipment. A good Washington lawyer has become more important to every broadcasting station than a good chief engineer. This is lamentable, and probably it could have been avoided, but already the situation has solidified to a point where no immediate remedy is apparent.

Danger No. 4 has no relation to legislation, and lies wholly within the industry. The past year or two have seen some improvement in the commercial practices of broadcasting stations, but in many cases they are still pretty bad. Rate cutting is not uncommon, and shrewd buyers of radio time regard the structure of published rates and discounts as providing simply a basis for horse-trading. The chains and the leading stations are doing their utmost to set a good example, but the faith of advertisers in the value of radio time is constantly being shaken by unscrupulous efforts to get business at the price of almost any concession.

The broadcasters urgently need to clean their own house in this matter of business practices. Rates and discounts, as published, must be adhered to, special concessions must be eliminated, and every broadcaster must recognize his responsibility in maintaining the general business standards of the industry by which he makes his living.

Danger No. 5 is first cousin to Danger No. 4. It is the readiness of many stations to accept advertising which, for one reason or another, destroys public confidence or lessens public interest. The broadcaster, operating solely by virtue of a license from the people, has a public obligation far greater than that which applies to a newspaper. If he does not live up to this obligation, and purge his schedule of all commercial programs or announcements which are offensive to reasonable people, he is going to find that the paternal hand of the government will be applied to him, and it will not be a kindly pat on the head, either.

COPYRIGHTS AND QUOTA

THERE are plenty of other goblins lurking in dark corners, but they do not at present seem likely to assume the proportions of major perils. Last winter the broadcasters were narrowly saved from a catastrophe as the result of certain features of the Vestal copyright bill, and this danger is bound to re-appear in the 72d Congress.

(Continued on page 28)

WABC Half-Wave Antenna Promising

Advance in Transmission Technique Is Indicated; Cohan Optimistic After Full Month's Operation



THE COLUMBIA Broadcasting System's new vertical half-wave antenna has been doing full time work for Station WABC, its New York key, for more than a month, with results that already indicate a

Edwin K. Cohan

decided advance in broadcast transmission technique.

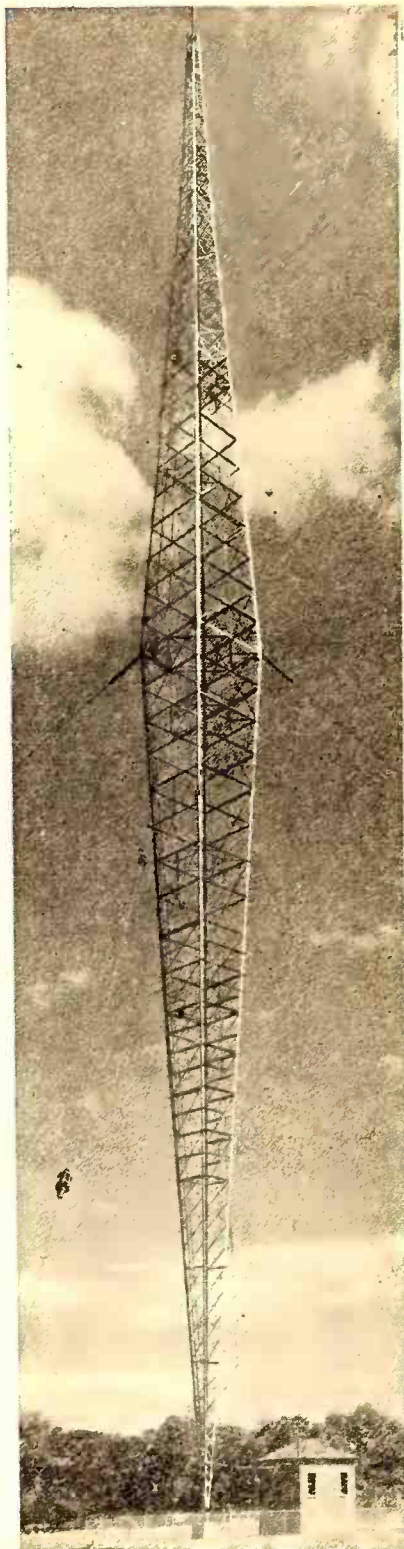
Designed to suppress the high-angle sky wave and emphasize the punch-producing ground signal, this single tower radiator ties into WABC's new 50-kilowatt Western Electric transmitter—regarded in many quarters as the most modern plant in operation today. The entire station unit represents an outlay of about \$500,000.

While much has been written about the theoretical advantages of half-wave antennas in reducing sky-wave distortion, the WABC operations hardly have progressed to the point where it is possible to say precisely what benefits are accomplished, according to Edwin K. Cohan, director of technical operations of CBS.

"Any statement now as to what we have accomplished through use of the vertical half-wave antenna would be premature," said he. "The results to date, however, have far surpassed our expectations, and we feel that as we learn more about the characteristics of this new departure in radio engineering, the results will be even better."

Mr. Cohan, who personally supervised the installation and testing of the new plant, is confident that it will improve operating efficiency. Performance curves worked out in the laboratory, however, are not entirely consistent with the results thus far attained in actual operation. Mr. Cohan says he will be able to tell the full story of the new vertical radiator as soon as sufficient technical data, based on longer practical operating experience, is at hand.

Since September 8, WABC has been on the air with its new apparatus during regular program



665-foot Mast of the New WABC

hours. For the month immediately preceding, it tested the apparatus during early morning hours.

ANTENNA COSTS \$100,000

TO DEVELOP and erect for WABC the sky-wave-suppressing antenna alone, CBS has expended more than \$100,000. At hearings before the Commission CBS engineers testified that with the new antenna they hoped to render a

more widespread service to a larger audience. This, they said, was on the theory that the sky-wave produced by the conventional type antenna is responsible to a large degree for fading, and is subject to other elemental interferences. By emphasizing the ground-wave and diminishing the sky signal, it is believed that the dependable service area of the particular station can be enlarged appreciably.

Lowering to a total height of 665 feet, the vertical half-wave antenna is a lattice-work steel structure with an overall weight of 680,000 pounds. So far as is known, it is the tallest broadcast aerial in the world. The whole structure rests in a porcelain swivel socket, on a massive scale somewhat like that used for the ordinary desk fountain pen set.

The tower was developed by CBS in collaboration with Bell Laboratories, and the Blaw-Knox International Corporation, steel craftsmen. It is 18 inches in diameter at the base, gradually increasing in diameter to 27 feet at the 280-foot level, and then tapering off to a point at the 665-foot extremity.

The insulator was described by Mr. Cohan as a ball and socket arrangement to permit the tower to sway. Four stout fully-tensioned cables guy the structure.

"FLOATING" STATION

LOCATED in Wayne Township, near Passaic, N. J., the station is exactly 20 miles from Times Square, New York City. The property is 1,000 feet from the Pompton River, which overflows its banks every Spring, and therein lies an engineering tale of woe.

The transmitter building, like a popular brand of soap, actually floats, Mr. Cohan avers. The river bed usually is found at a depth of six feet below the surface of the soil. Moreover, a quicksand condition was encountered. To overcome this, the contractors ingeniously contrived the idea of a floating mat, upon which the structure rests.

To cope with the periodic floods of the Pompton, the entire plant is watertight. Mr. Cohan explained that the river can overflow to the highest water mark recorded in the past fifty years without disrupting operations. The building is inside watertight housing, and the river can rise six feet without disturbing it. Similarly the power house substation and the antenna base are adequately protected. The only redeeming feature of this peculiar topography, according to Mr. Cohan, is the known technical fact that water and moist soil help propagation of waves.

Concerning the 50-kilowatt transmitter itself, Mr. Cohan said it is the last word in such apparatus. The speech input equipment includes the new type Western Electric amplifiers. For "B" supply the transmitter uses mercury vapor rectified AC. The bare purchase cost of the equipment

was \$180,000. The power bill will run about \$25,000 per year.

A staff of 15, which includes ten operators, is maintained at the transmitter. The quarters are modern to the 'nth degree, with electricity doing the work from toaster to transmitter.

Porter is Promoted to Spearman's Post

EFFECTIVE Nov. 1, George B. Porter, of Des Moines, Ia., becomes an assistant general counsel of the Federal Radio Commission, succeeding Paul D. P. Spearman, of Jackson, Miss., who resigned on Sept. 10 to become a partner in the Washington law firm of Littlepage, Littlepage and Spearman.

Mr. Porter, the son of Commissioner Claud R. Porter of the Interstate Commerce Commission, only last February was appointed to the Commission's legal staff as a junior attorney. He came to the Commission from the I. C. C., where he served in its legal division.

Thirty-one years of age, Mr. Porter was born in Centerville, Ia., and was educated in the grade and high schools of that town. After graduating from the State University of Iowa in 1923, he came to Washington and studied law at George Washington University Law School, and obtained his degree three years later. From 1923 to 1927 he was employed by the Chesapeake & Potomac Telephone Company in Washington, but he returned to Des Moines in 1929 to practice law. He was appointed to the I. C. C. during the same year, and held that position until he went to the Radio Commission eight months ago.

Best Voice Over Radio To be Named this Month

FROM the ranks of the broadcast announcers the American Academy of Arts and Letters this month will select the announcer it regards as having "the best voice on the air." The academy has designated the final week in October as Good Diction Week, announcing that the yearly competition for its diction medal would extend into that week and asking all station announcers to set forth their best efforts during that period.

According to Hamlin Garland, the author, who is chairman of the Academy's diction committee, observations are being taken of as many stations as possible. The academy does not intend to limit its choices to network announcers although the previous winners, Milton J. Cross and Alwyn W. Bach, are both NBC announcers.

The award is made annually in the interest of improving diction on the air. The academy, a 25-year-old institution interested in promoting high standards in arts and letters, also awards a gold medal annually for distinction in those fields. Its radio committee consists of Mr. Garland, Prof. George Pierce Baker, director of the Yale drama school; Dr. John H. Finley, associate editor of the New York Times; Prof. Irving Babbitt, of Harvard, and Augustus Thomas, the playwright.



Porcelain Insulated Base with Swivel Socket

Radio Tieup for Good Will Found Effective

By W. G. HILDEBRANT
President, Gotham Advertising Company

Jack Frost Program Changed Style of Continuity to Call Attention to its Advertising in the Newspapers

IT SEEMS to be the fashion in certain broadcasting circles to say that there would be no serious problem of commercial credits in programs if the sponsors were not so bent on getting all they possibly can out of each and every program. I think of this in connection with the request from the editor of BROADCASTING, asking me to write an article about the new style of the commercial announcement in the programs of the Jack Frost Sugar Melody Moments.

The sponsors of this program, the National Sugar Refining Company of New Jersey, makers of the Jack Frost line of package sugars, would certainly be an exception to the fashion, if there were such a fashion. When we first suggested the new style of commercial credits, they embraced it so completely and so wholeheartedly that I began to wonder whether much of the objectionable radio advertising that has been going on these last few years was not due more to the radio people themselves in their desire to please a customer than to the sponsors in their desire to please themselves.

From the beginning of the Jack Frost radio program, it was never offensive in its content of advertising matter. I do not think there exists any network program similar to the Jack Frost program which had as little commercial credit in it as our program did the first two years. But it is often possible to improve even on a good thing, and that is why we started what we did on September 2 when we practically eliminated the entire commercial credit.

AD APPEAL THERE

NOW it stands to reason that the sponsors of this program are not spending thousands of dollars every week in an altruistic enterprise. Neither are they doing it for the sake of art. The entire purpose on which this program rests is to aid the sales of the product made and merchandised by the corporate entity behind Jack Frost Sugar. There simply came up the question whether the program could be made even more attractive to its listeners and more resultful to the merchants who are patronized by those listeners. It

AN INTERESTING new departure in radio advertising technique, in which extended announcements and shop talk are virtually eliminated, was recently inaugurated in the Jack Frost Melody Moments programs. What impelled the company to change is here narrated by the head of the agency handling the account.



W. G. Hildebrant

was decided affirmatively and the method chosen was practically to eliminate the commercial advertising.

In so doing there was no thought of soft-pedaling the advertising. On the contrary, we intended to

make the advertising more emphatic, and we did this by drawing a closer link between the newspaper advertising campaign and the radio than had heretofore existed. In the first two years that Jack Frost Sugar was on the air,

the newspaper campaign and the radio program were mainly independent of each other. Now we have made them inter-dependent. We place most of the responsibility on the newspaper campaign advertising, where it belongs, and we use the radio to make this newspaper advertising fully productive.

We frankly tell our listeners each Wednesday evening that we want only their good will, and that if they are interested in the products of the sponsor, they can find complete details about these products in the advertisements in their home newspapers or at their grocer. This accomplishes a three-fold purpose; we are sure of the good will of the listeners because we know we have a marvelous musical program and we allow no extraneous note to spoil the spell of that program; the reminder about our newspaper advertising focuses an enormous amount of attention upon it that it would otherwise not get; and finally, the mention of the grocer brings the thoughts of the listener to an immediate point of contact with the

(Continued on page 32)

How Jack Frost Program Changed Style

NEW TYPE CONTINUITY

1. THEME.

HAVRILLA (Announcer)—The National Sugar Refining Company of New Jersey presents the Jack Frost Sugar Melody Moments. Eugene Ormandy conducts the orchestra with Oliver Smith, tenor, and Steffy Goldner, world-famed harpist. We open our program with some of the tunes that made "Oh Kay," the hit of shows on Broadway a few years ago. Oliver Smith will sing for us the most famous of that bright array of Gershwin songs. It was called "Maybe."

2. SELECTIONS FROM "OH KAY" ----- Gershwin

Orchestra and Vocal Solo: "Maybe"
Haendel's ever popular "Largo" is usually heard as an instrumental composition. Oliver Smith, however, gives it a new beauty as he sings the tenor air which was first introduced in the opera "Xerxes."

3. LARGO ----- Haendel

Oliver Smith
The Jack Frost orchestra plays one of the most beautiful and best-known works of Tschaiowsky, famed Russian composer. It is the lilting "Sleeping Beauty Waltz."

4. SLEEPING BEAUTY WALTZ ----- Tschaiowsky

Orchestra
Few harpists have won such fame as Steffy Goldner, artist extraordinary. Miss Goldner for several years has been associated with the finest symphonic groups in America and Europe, in addition to her concert work. As guest artist on the Jack Frost program she will play Rubinstein's lovely "Melody in F."

5. MELODY IN F ----- Rubinstein

Harp Solo: Steffy Goldner
Orchestra

(THEME).
Announcer—You are the guests of the National Sugar Refining Company of New Jersey, makers of Jack Frost Packaged Sugars. Because we feel that we are your hosts we are not going to talk shop. You will be more interested in the advertising story of Jack Frost Packaged Sugar as it appears regularly in the newspapers or as your grocer will gladly tell it to you, than if we told it at length here.

It is a real story for all who are interested in home making. (Station break).

We continue the program with the orchestra playing a fast-moving number from "Shoot the Works." It's not a mammy song and it doesn't thank anyone's father. It simply asks "How's Your Uncle."

6. HOW'S YOUR UNCLE FROM "SHOOT THE WORKS" ----- Fields

Orchestra
Next the Jack Frost orchestra will play "The Sunshine of

Your Smile." This delightful jewel of another day is given a new beauty by the special string orchestration which was arranged by Eugene Ormandy, conductor of the Jack Frost Orchestra.

7. SUNSHINE OF YOUR SMILE ----- Ray

Orchestra
Again we hear from Oliver Smith, the Jack Frost tenor. This time he sings "Lady of Spain."

8. LADY OF SPAIN ----- Evans

Oliver Smith

Noel Coward has become the symbol of excellence in many things, but in looking back over his fullsome career, it would be hard to miss the success of his popular musical play, "This Year of Grace." The Jack Frost Orchestra plays selections from this bright production.

9. SELECTIONS FROM "THIS YEAR OF GRACE" ----- Coward

Orchestra

So ends another program of Jack Frost Sugar Melody Moments. We hope you enjoyed it and will be with us next Wednesday evening at this time.

This is Alois Havrilla announcing for Jack Frost, the 100% Pure Cane Sugar—the Quality Sugar of America. Good-night!

OLD TYPE CONTINUITY

1. THEME.

HAVRILLA (Announcer)—Good evening, ladies and gentlemen. As August fades away and we anticipate the coming of September, we usher in another program of cheerful music, an assortment of Jack Frost Sugar Melody Moments, sponsored by the National Sugar Refining Company of New Jersey, makers of Jack Frost Packaged Sugars. Tonight we open our program with music by that master musician and composer, Victor Herbert. Let us turn back the pages of time to 1905 and the first performance of the season's most popular operetta, "Mlle. Modiste." We hear selections from this Victor Herbert gem played by Eugene Ormandy and the Jack Frost orchestra. The tenor solo, "The Time, The Place and the Girl," will be sung by Oliver Smith.

2. SELECTIONS FROM "MLLE. MODISTE" (VOCAL: "THE TIME, THE PLACE AND THE GIRL" . . . tenor). ----- Herbert

Orchestra
Oliver Smith picks this late summer evening to reflect on the beauties of another land. As he sings "That's How I Spell Ireland."

3. THAT'S HOW I SPELL IRELAND ----- McConnell

Oliver Smith

And now the Jack Frost Orchestra catches the continental

(Continued on page 33)

Power of I.C.C. to Rule on Rates For Broadcasting to be Tested

New York Company Raises Issue in NBC Case; Eastman Holds Body Lacks Authority

THE POWER of the Interstate Commerce Commission to regulate advertising rates of broadcasting stations and to evaluate broadcasting properties as the basis for such rates will be tested before that agency in a pending case against the National Broadcasting Company and Station WGBB, of Freeport, N. Y. The complaint was filed by the Sta-Shine Products Co., Inc., New York City.

Although the I. C. C. holds that under the Interstate Commerce Act it has the authority to regulate rates of broadcasting stations, it is the first time since the advent of broadcasting that such a complaint has been filed. The case has been docketed (No. 24738) and a hearing will be held probably in December.

In docketing the case the Commission automatically assumed jurisdiction. It is expected, naturally, that its jurisdiction to regulate broadcasting will be challenged by the defendants, and this matter will likely be decided before an examiner considers the complaint. Whether or not the Commission has such jurisdiction is a debatable question even within the body itself. Commissioner Joseph B. Eastman already has expressed the view that the Commission is not empowered to regulate broadcasting in any fashion.

The Sta-Shine Company is described in the complaint as engaged in the sale and distribution of a fine liquid polish for furniture, automobiles, and other articles. It alleges that it has used the facilities of Station WGBB in program transmission, and that it desired and still desires to "send messages" via the NBC, but the "rates and charges demanded by defendant are too exorbitant." NBC, according to the complaint, asks \$146.48 for 15 minutes time on one station and \$1480.49 for chain transmission. Moreover, it is charged that NBC "has failed to furnish facilities."

CASE TOO FAR-REACHING

THE case is considered of vast potential importance to the broadcasting industry. It proposes to go into the rate structure of the industry in the same manner that railroads and other common carriers are regulated as to rates and evaluation. Because broadcasting is physically limited as to capacity and because a broadcasting station's main asset is the facility entrusted to it under franchise from the government, the case is beset with many complications not covered by the existing Interstate Commerce Act. The Federal Radio Commission, under the Radio Act, is not empowered to regulate rates.

Section 1 of the Interstate Commerce Act, which is cited by the complainant as the basis for its action, declares that the provisions of the act shall apply to common carriers engaged in the transmission of intelligence by wire and

wireless in interstate commerce as well as to the generally recognized common carriers. Broadcasting has never been held a common carrier it is pointed out, and the question arises as to whether the term "transmission of intelligence" is applicable to broadcasting. Wire or wireless messages delivered from one individual to another unquestionably fall within the scope of this provision, but in broadcasting the "message," which is a program, is from an individual to all those who may tune in with their sets.

Another cardinal point cited is that under the interstate commerce act the common carrier proviso has only to do with contractual relationships between a particular producer of service and the public, in which service is provided for a fixed consideration. In broadcasting, the contractual arrangement is between the broadcaster and the sponsor, with the service given to the public gratis.

The Sta-Shine Company alleges that the rates, charges, rules, regulations and practices enforced by the defendants are unjust and unreasonable, and in violation of Section 1. The complaint further charges that the practices of the defendants are "unlawfully discriminatory, because all persons are not accorded similar treatment," all to the great damage of the complainant.

(Continued to Page 30)

Permanent Exhibit Planned in Capital

PLANS are being completed by the National Radio Equipment Exhibitors for a permanent "Show Window" exhibit of latest radio and sound apparatus for the benefit of broadcasters and others identified with the industry who visit Washington on official business, according to Carl H. Butman, former secretary of the Federal Radio Commission, who heads the project.

Located in the National Press Building, which also houses the Radio Commission, the "Show Window" will be the only place in the United States where a broadcaster may inspect at one time transmitters manufactured by different firms, Mr. Butman said. This is also true of various accessories, such as microphones, speech equipment, turntables, controls, panels and component parts, including condensers, transformers, tubes and the like. The managers, he declared, "will undertake to give thorough but impartial exposition and demonstration of each individual display."

Mr. Butman explained that the exhibition management in no wise will be a sales organization. Representatives of the manufacturers may be present, however, to confer with the visiting broadcasters and with those interested in sound and public-address equipment.

Radio Advisor Named

RADIO'S first "official advisor" to a governor was appointed by Gov. Joseph B. Ely, of Massachusetts, when he placed George A. Harder, in charge of program and editorial features for the New England Westinghouse stations, on his staff as expert on all radio matters. Mr. Harder will continue his connections with WBZ-WBZA, Boston-Springfield. Gov. Ely is one of the original "radio governors," having a microphone in his executive chambers as have the governors of New York and Pennsylvania.

Hearst Buys WGBS Plans Improvement

Deal Revealed by Application; May Also Take Over WCAE

PURCHASE of WGBS, New York City, by William Randolph Hearst, the publisher, was disclosed on October 10 when General Broadcasting System, Inc., owner of WGBS, applied to the Radio Commission for a voluntary assignment of license to American Radio News Corp., Hearst radio subsidiary. The purchase was next day confirmed by Joseph V. Connolly, general manager of the Hearst subsidiary.

This will be the first newspaper-owned radio station in the metropolitan area. It is the second station owned outright by Hearst, the other being WISN, Milwaukee. Hearst also operates KYW, Chicago Westinghouse station, under lease. He is also expected shortly to take over WCAE, Pittsburgh.

Purchase was made by acquiring the stock of Daily Paskman, J. W. Loeb, and Fred Gimbel at an unnamed price. About \$100,000 will be spent immediately to improve the station, which operates 500 w. on the 1180 kc. channel until Pacific sunset. Call letters may be changed to WINS, representing International News Service, the Hearst press association.

The expansion program will include an entirely new transmitting station being planned by William G. H. Finch, chief engineer of the American Radio News Corporation and inventor of the long-wave radio-typewriter system being developed under Hearst auspices for news distribution. The new manager will be Clark Kinnaird, who announced that features and writers of Hearst's King Features Syndicate will be drawn on for programs.

Wrigley On Air Nov. 2

WILLIAM WRIGLEY, Jr. Company, Chicago, chewing gum manufacturer, has signed a contract for a coast-to-coast CBS network, using the 7 to 7:15 p. m., E. S. T., period five nights a week. The program starts November 2, but the feature was not announced up to the time of going to press. It involves more than \$1,000,000 time charges.

Networks Seeking Modification of Call Letter Rule

15-Minute Stops Interrupt Dramas, Commission Told

BECAUSE of the growing number of dramatic skits on the air and the marked trend toward 15-minute programs, both the National Broadcasting Company and Columbia Broadcasting System have petitioned the Federal Radio Commission to modify its existing call-letter regulation, requiring station announcements every 15 minutes, except for extraordinary occasions.

The Commission has indicated it will consider modification of this order, General Order No. 8, in connection with the codification of its General Orders, to be published in the form of rules and regulations in the near future. The order was adopted four years ago, and has been the source of considerable complaint from broadcasters, who contend that it is not abreast of program development, and therefore is not in the best interests of the public.

Letters formally suggesting amendment of the regulation have been sent to the Commission by Frank M. Russell, NBC vice president in charge of its Washington offices, and Harry C. Butcher, director of the CBS Washington office.

Both network officials called the Commission's attention to the increased number of dramatic presentations and pointed out that station breaks required by the order almost invariably interrupt some tense situation. Similarly, they emphasized that there is a definite trend toward programs of shorter duration, notably of 15 minutes.

General Order 8, as now written, provides that 15-minute announcements shall be waived only "when such announcements would interrupt a single consecutive speech or musical number, and in such cases the announcement of the call letters and location shall be made at the beginning and end of such number."

WGN Joins CBS Net

Effective Nov. 1, WGN, of Chicago Tribune, will be added to the CBS network, leaving its present affiliation with NBC. Decision of Tribune officials to join Columbia follows the recent acquisition of half interest in WMAQ, of the Chicago Daily News, by NBC, effective also Nov. 1. Details of the arrangement whereby the Tribune station joins CBS have not been announced beyond the statement by Columbia officials that it is "for a considerable portion" of WGN's time. The Tribune station operates with 25 kw. on 720 kilocycles.

Average Man Key to Education Program

By LEVERING TYSON

Director, National Advisory Council on Radio in Education

Recognizing Unavoidable Limitations of Radio, Educator Sees Need of Rational Approach to its Problems



Levering Tyson

IF THE destiny which rules us all had decreed that there should be no limit to the broadcast band; if there were in existence a given number of broadcasting stations owned and operated by educational institutions under adequate financial auspices; if it could be determined what the American public would listen to of an educational character; if it were known what type of educator could attract and hold a listening audience; if individuals capable of attracting and holding a listening public were available in appreciable numbers for broadcasting educational programs; if the subjects that would periodically and regularly intrigue a section of the listening public sufficiently large to guarantee a qualified speaker an audience could be discovered; if a definition of "educational broadcasting" could be agreed upon, particularly among educators, in short, if the millennium were here, there would be no "problem" of educational broadcasting.

But the air is limited. It is almost impossible to chase a satisfactory definition of "education" into a corner, let alone a satisfactory definition of "educational broadcasting." There are very few educational stations adequately financed—and broadcasting is, if anything, expensive. No scientific method of measuring listener reaction to radio programs has as yet been devised, so that no one can state with any degree of confidence just what the American people will listen to. It is true we are beginning to know what they will not listen to, but negative information in this connection does not carry with it enough weight of authority to argue one way or the other in so far as educational programs as a class are concerned.

NEEDS BEST MINDS

Furthermore, educators as a class have not yet fallen for radio. Plenty of them have gone on the air. But what is needed more than anything else is for the Hutchinses

and the Lowells and the Deweys and the Butlers and the Sprouls and the McVeys and the Chases to give some of their time and thought to this radio problem. Because every man who has reached the prominence in the educational field enjoyed by those mentioned above is so busy with the conduct of the educational business ordinarily at his hand, it is hardly likely that he will turn aside from what he is doing and willingly break into the complicated radio problem.

Furthermore, the educational world itself is in a state of change. Practices which have survived for many generations are being questioned. Theories that have withstood the onslaughts of reformers for decades are no longer tenable. In the elementary as well as in the college field administrators are growing introspective and examining and re-examining their procedure in order to discover what demands the civilization of the twentieth century is making upon the youth of the land who are going to school, college and university. Is it any wonder the "best minds" in the educational world are busy with their "own affairs"?

But isn't it a great pity, nay almost a calamity, that at the very

time when the services of such as these would be of greatest use in solving the intricate problems which surround this question of what radio can do for education, there are so many other complications in the educational field as we have known it up to this time?

"EDUCATION" IS HANDICAP

ONE of the biggest handicaps in reaching an effective solution is the word "education" itself. The ordinary American citizen has a passion for self-betterment. The success of our American commercial correspondence schools is eloquent testimony of this. But few Americans would willingly be backed into a corner and allow a fist to be thrust into their faces followed by the admonition "Now we are going to educate you!" The American prefers to get his intellectual food without any confession that he is inferior to anyone else, particularly to Mr. and Mrs. Jasper Jones next door or across the court. He would under no consideration admit his inferiority to the Joneses and he won't willingly submit publicly to any intellectual regime if it is an admission of inferiority.

This may be regarded as an argument for sugar coated educational programs over the radio. It

isn't. It is, however, a plea for rational presentation of subject matter which can be understood by the average man in the street, and not necessarily either of material which will conform to the low-grade intellect which is ascribed by so many to our population.

The fact is that we have learned relatively little—certainly not as much as we can learn—about the best way to present facts over the radio by the spoken word. Because a large per cent of the listening audience is still in the habit of turning to another station when a "talk" begins, is no argument that this condition will continue indefinitely.

Although there is substantial agreement that radio can be of great aid to education in this country, there is surprisingly little being done to find out how. Present indications are that it is going to require a long time to discover how; there are so many complexities in broadcasting, and there is so much to learn before one can speak with any certainty about any of them. There are economic questions, and political questions, and engineering questions, and legislative questions,—and any one of these groups of questions are puzzling enough to keep the educational world, the broadcasting industry and the law-makers of the land occupied for many years to come.

Yet, at the heart of all these intricacies, there is always the pro-

(Continued on page 36)

Organized Education Goes on the Air

ONE OF THE most favorable reception periods in network broadcasting has been allotted by the NBC to the National Advisory Council on Radio in Education for a series of 30 weekly addresses by authorities in the fields of present day economics and psychology. This is the first organized attempt to bring radio and education together, and it is a partial answer to the broadcasters to the plea of education for more time on the air.

The programs are to begin Saturday evening, October 17, from 8:15 to 9 o'clock, EST, with President Nicholas Murray Butler of Columbia University introducing President James R. Angel of Yale as the first speaker on psychology and Dr. Ernest L. Bogart, president of the American Economic Association, as the first speaker on economics.

Thereafter, the lectures will be on the air every Saturday evening from 8:30 to 9 o'clock, 15 minutes

being allotted to the speaker on economics and 15 minutes to the speaker on psychology. All of the speakers were chosen by a representative committee of educators, and all are men and women pre-eminent in their respective fields.

Designed largely for the adult ear, the programs follow somewhat along the lines of the British Broadcasting Corporation's adult educational programs, which consist of lectures by the outstanding authorities on various phases of life and which are presented for half hours daily under the title "This Changing World."

LAUDED BY LEADERS

PRESENTATION of this series is viewed as extremely significant in the radio and educational worlds, and especially by John W. Elwood, NBC vice president in charge of educational programs, and Lever-

ing Tyson, director of the National Advisory Council and formerly head of the Home Study Development Department of Columbia University.

"The Council is the first educational group to approach radio with a comprehensive plan," Mr. Elwood said. "Although there has been much discussion, this is the first organized attempt to harness education and radio."

"Since the birth of broadcasting much has been said concerning the part radio should play in education. In recent years a number of experiments have been made by individual stations, but no conclusive evaluation of the results have been obtained. With the exception of one or two programs such as the NBC Music Appreciation Hour and the Standard School Broadcasts on the Pacific Coast, no experiment has satisfactorily demonstrated the educational possibilities of broadcasting."

Deviation Records
Set During August
117 Stations Stay in 50-Cycle
Limits, Inspectors Report

A PROGRESSIVE increase month by month in the number of broadcasting stations maintaining their assigned frequencies within 50 cycles has been reported by William D. Terrell, chief radio supervisor of the Department of Commerce, since the district supervisors began such computations last March.

Of 304 stations measured during August, the last month of record, 117 or 38.5 per cent maintained their frequencies within 50 cycles, plus or minus, despite the fact that the order of the Federal Radio Commission making this mandatory does not go into effect until next year. Many of these stations, with their excellent equipment, have shown deviations of less than 10 cycles.

The August "honor roll" of the department shows the largest number of stations yet recorded as attaining this efficiency. In addition to the 117 stations taking top place, there were 64 that deviated under 100 cycles, 67 under 200 cycles, and 56 over 200 cycles. Not all of the country's stations are measured, of course, due to the physical inability of the district supervisors to do so with their present staffs.

Following is a complete tabulation of the stations deviating under 50, 100 and 200 cycles during August:

UNDER 50 CYCLES

KDKA, Pittsburgh, Pa.; KFBB, Great Falls, Mont.; KFDM, Beaumont, Tex.; KFEQ, St. Joseph, Mo.; KFI, Los Angeles, Cal.; KFJL, Astoria, Ore.; KFJR, Portland, Ore.; KFKA, Greeley, Colo.; KYW, Chicago, Ill.; KFLV, Rockford, Ill.; KFQU, Alma-Holy City, Cal.; KFSD, San Diego, Cal.; KFVD, Culver City, Cal.; KFWB, Hollywood, Cal.; KFYR, Bismarck, N. D.; KGBZ, York, Neb.; KGEF, Los Angeles, Cal.; KGFJ, Los Angeles, Cal.; KGGF, Coffeyville, Okla.; KGH, Little Rock, Ark.; KGIZ, Grant City, Mo.; KGW, Portland, Ore.; KHQ, Spokane, Wash.; KKLX, Oakland, Cal.; KKLZ, Denver, Colo.; KMBC, Kansas City, Mo.; KMO, Tacoma, Wash.; KMOX, St. Louis, Mo.; KMPC, Beverly Hills, Cal.; KOIL, Council Bluffs, Ia.; KPO, San Francisco, Cal.; KSAC, Manhattan, Kan.; KSTP, St. Paul, Minn.; KSTAR, Phoenix, Ariz.; KTRH, Houston, Tex.; KTSN, El Paso, Tex.; KVOO, Tulsa, Okla.; KXO, El Centro, Cal.; KYA, San Francisco, Cal.; WAAB, Boston, Mass.; WABC, New York City, N. Y.; WADC, Akron, O.; WAWZ, Zarepath, N. J.; WBSO, Needham, Mass.; WBT, Charlotte, N. C.; WBZ-WBZA, Boston, Mass.; WCAM, Camden, N. J.; WCAO, Baltimore, Md.; WCB, Allentown, Pa.; WCBM, Baltimore, Md.; WCFL, Chicago, Ill.; WCHI, Chicago, Ill.; WCRW, Chicago, Ill.; WCHS, Portland, Me.; WDAF, Kansas City, Mo.; WEAF, New York City, N. Y.; WEAN, Providence, R. I.; WEBC, Superior, Wis.; WEEL, Boston, Mass.; WENR, Chicago, Ill.; WFAA, Dallas, Tex.; WFAN-WIP, Philadelphia, Pa.; WFI, Philadelphia, Pa.; WFO, Brooklyn, N. Y.; WGES, Chicago, Ill.; WGN, Chicago, Ill.; WGR, Buffalo, N. Y.; WGST, Atlanta, Ga.; WGY, Schenectady, N. Y.; WHAP, New York City, N. Y.; WHAS, Louisville, Ky.; WHO, Des Moines, Ia.; WHP, Harrisburg, Pa.; WIBW, Topeka, Kan.; WISN, Milwaukee, Wis.; WJAY, Cleveland, O.; WJDX, Jackson, Miss.; WJKS, Gary, Ind.; WJR, Detroit, Mich.; WJSV, Alexandria, Va.; WJZ, New York City, N. Y.; WKBF, Indianapolis, Ind.; WKBI, Chicago, Ill.; WKBN, Youngstown, O.; WKBW, Buffalo, N. Y.; WKRC, Cincinnati, O.; WLAP, Louisville, Ky.; WLZ, Bangor, Me.; WLIT, Philadelphia, Pa.; WLS, Chicago, Ill.; WLW, Cincinnati, O.; WMAL, Washington, D. C.; WMAQ, Chicago, Ill.; WMT, Waterloo, Ia.; WNBH, New Bedford, Mass.; WOAI, San Antonio, Tex.; WOC, Davenport, Ia.; WOI, Ames, Ia.; WOL, Washington, D. C.

Britain's Broadcast Dramas
BBC Productions Chief Heard Himself on Blattner-phone Before Realizing Actors' Difficulties

IT TOOK that remorseless little instrument called the Blattner-phone, the machine on which the British Broadcasting Corporation records and reproduces voices and programs almost immediately after rehearsals, to bring Val Gielgud, BBC productions director, to an appreciation of the fact that his was "almost the most unpleasant voice he had ever heard."

At least, so he told the BBC audience in a recent broadcast address. But listening to the Blattnerphone, he added, he learned a great deal more than he ever knew before about the difficulties that face actors in adapting their voices to broadcasting conditions.

The fact that more and more people seemed to be getting annoyed by the many plays that are featured on the BBC and that more and more people were writing for and against plays led the British radio authority to conduct his own investigation. From the large amount of fan mail being received he concluded that people were at least listening to plays. From the BBC we have the following summary of his address:

"During the last year the broadcast play had grown more popular and its level of performance had improved, but it still remained very largely dependent on the interest and good will of its different audiences to achieve a fair hear-

ing and sensible and helpful criticism. While there had been a considerable increase in the amount of helpful criticism, it was surprising that the proportion of those who wrote helpfully was not larger. The broadcast play was not, and was not meant to be, a substitute for seeing a play in a theatre. A good many people seemed to listen to a broadcast play without the slightest intention of enjoying the play at all, but merely in the hope of catching out the BBC on some entirely trivial point.

WWNC, WIS Join NBC

EFFECTIVE Oct. 10, WWNC, Asheville, N. C., and WIS, Columbia, N. C., previously affiliated with the CBS, became linked with the NBC network. They were welcomed into their new affiliations by a special inaugural program the night of Oct. 10, featuring "what the Governor of North Carolina said to the Governor of South Carolina." Arrangements for the association were completed by M. H. Aylesworth, president of NBC, with Charles A. Webb, president of the Asheville Citizen and Times, owners of WWNC, and W. Frank Hipp, president of the Liberty Life Insurance Co., owner of WIS. Donald P. Sanders is managing director of WIS, and G. O. Shepherd is president and director of WWNC.

UNDER 100 CYCLES

KBTM, Paragould, Ark.; KELW, Burbank, Cal.; KFAC, Los Angeles, Cal.; KFEL, Denver, Col.; KFRC, San Francisco, Cal.; KFSG, Los Angeles, Cal.; KFXF, Denver, Col.; KGA, Spokane, Wash.; KGAR, Tucson, Ariz.; KGB, San Diego, Cal.; KGER, Long Beach, Cal.; KGO, Oakland, Cal.; KHJ, Los Angeles, Cal.; KICK, Red Oak, Ia.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KMED, Medford, Ore.; KMJ, Fresno, Cal.; KNX, Los Angeles, Cal.; KOA, Denver, Col.; KOMO, Seattle, Wash.; KRLD, Dallas, Tex.; KRMD, Shreveport, La.; KROW, Oakland, Cal.; KSOO, Sioux Falls, S. D.; KTSB, Shreveport, La.; KTM, Los Angeles, Cal.; WAAF, Chicago, Ill.; WBAK, Harrisburg, Pa.; WBAP, Fort Worth, Tex.; WBBN, Buffalo, N. Y.; WCAU, Philadelphia, Pa.; WCKY, Covington, Ky.; WCOD, Harrisburg, Pa.; WDBO, Orlando, Fla.; WDEL, Wilmington, Del.; WDOO, Chattanooga, Tenn.; WDR, Hartford, Conn.; WFB, Baltimore, Md.; WGAR, Akron, O.; WHAM, Rochester, N. Y.; WHB, Kansas City, Mo.; WHBL, Sheboygan, Wis.; WHDH, Gloucester, Mass.; WIBA, Madison, Wis.; WILM, Wilmington, Del.; WJAG, Norfolk, Neb.; WJAX, Jacksonville, Fla.; WJBO, New Orleans, La.; WJBW, New Orleans, La.; WJDD, Mooreshead, Ill.; WJTL, Ogleshorpe University, Ga.; WLEY, Lexington, Mass.; WMBI, Chicago, Ill.; WMCA, New York City, N. Y.; WMAX, Yankton, S. D.; WOW, Omaha, Neb.; WRC, Washington,

Ban on Brinkley's
XER is Considered
Commission to Make Ruling
on U. S.-Mexican Station

ACTION to prevent Dr. John R. Brinkley, former licensee of Station KFKB, Milford, Kan., from maintaining studios in the United States for his new 75 kw. station at Villa Acuna, Mexico, just across the border from Del Rio, Tex., is under consideration by the Federal Radio Commission.

The Commission has asked its legal division for a ruling as to the legality of such a situation. While it is generally regarded that the radio act does not prohibit the location of studios across the international border from the transmitter, several Commissioners are believed to harbor the view that the Brinkley plan violates the intent of Congress. The Davis amendment states that stations must be charged to the states in which the main studios are located.

Dr. Brinkley, who was removed from the air because his broadcasts were held to be inimical to the public health, has announced that plans are being completed to link his Mexican station with studios in a half dozen southeastern cities. He said that arrangements have been completed for remote control operation from studios at Milford and Wichita with the American Telephone and Telegraph Co., and that all studio locations have not yet been definitely assigned. Others will be at Salina, Abilene, Oklahoma City and San Antonio. Satisfactory outlets for local talent and new features as well as "greater facilities" for national advertising are to be provided, according to Dr. Brinkley, and no chain programs will be used.

INTERFERENCE SEEN

WITH 75 kw. on its antenna, XER will be the most powerful station in the western hemisphere, and possibly in the world, since most foreign stations figure their power by input rather than on the air. Dr. Brinkley is said to plan operation on the mid-channel of 735 kilocycles or in between stations CKAC, Montreal and WSB, Atlanta. Interference naturally is expected with these stations and with other on adjacent channels. The Canadian station, assigned to the 730 kc. Canadian clear channel, is understood to have registered complaint with the Dominion State Department.

It is not indicated clearly just when Dr. Brinkley proposes to begin operation. Previously he had announced the station would go on the air in October. It is reported that Howard Wilson, former secretary to Dr. Brinkley, and J. Buryl Lottridge, manager of KFKB, at Wichita, (formerly KFKB), have been appointed exclusive advertising representatives for the new station.

Dr. Brinkley recently sued the Kansas City Star, operating WDAF, for \$5,000,000 because of the campaign it waged against him and his station. About the same time that Dr. Brinkley's license was revoked by the Commission, the Kansas Medical Society cancelled his license to practice medicine in that state.

Census Reveals Radio's Hold on Country

By MARTIN CODEL

But Federal Figures, Now Nearly Complete, Fall Far Short of Actual Total of Receiving Sets in United States

ELOQUENT in the extreme is the story that Uncle Sam's radio set census tells of the hold that broadcasting has on the American people. Inadequate though they are—for more than 18 months have elapsed since the figures were gathered by the United States Census Bureau as part of the decennial census of population—the counts furnish the first official basic index to the size and placement of the American radio audience. To broadcasters and advertisers they furnish at least an irreducible minimum from which to estimate their "circulation areas," inasmuch as the figures, as compiled, are broken down very completely by states, counties within those states, and communities within those counties.

As this is written, the figures are available for 44 states and the District of Columbia. Those for four of the most populous states in the Union remain to be compiled and released by the Census Bureau, namely, New York, New Jersey, Pennsylvania and Illinois. Nor should we omit Alaska, Hawaii, Porto Rico and the Virgin Islands, whose radio listening families were also counted.

Certain internal problems in the Census Bureau, problems of appropriations and personnel not unusual in governmental agencies, have retarded the rate of speed with which it was originally hoped to issue the reports. Mechanical handicaps made it impossible to compile the radio figures along with the population figures. But all of the rest of the reports should be available before the close of the year, and then the first really official radio census will have been completed—as of April 1, 1930.

MANY SETS UNCOUNTED

THEREIN lies the first inadequacy of the census figures thus far made public. Many hundreds of thousands of radio receivers, indeed possibly several million, in view of the continually large volume of midget set sales, have been marketed since that date. The trade is estimating sales of around 1,000,000 sets of all kinds annually even in the face of the business depression. These include, of course, many replacements, but it is more likely that most midget buyers are new set buyers, and just as many persons can listen to a midget set as to a fine console.

So the radio audience has not

"HAVE you a radio?" the census takers asked each family canvassed during the 1930 census. All but four of the State reports are now available. From them it appears that at least one out of every three homes has a radio. State by State, the figures tell a forceful story of the hold radio already has on the American people as a social and economic force. Moreover, they are only portentous of the greater hold it is gaining as the saturation point is approached.

been cut down by the depression. Probably it has increased, for people are staying home more and

spending less money. When they stay at home, they listen to the radio. It is the least expensive

OFFICIAL RADIO CENSUS BY STATES

(Complete to October 15, 1931)

State	No. of Families	Persons Per Family	No. of Radios	Per cent
Alabama	592,530	4.5	56,491	9.5
Arizona	106,630	4.1	19,295	18.1
Arkansas	439,408	4.2	40,248	9.2
California	1,618,533	3.5	839,991	51.9
Colorado	268,531	3.9	101,376	37.8
Connecticut	389,596	4.1	213,821	54.9
Delaware	59,295	4.0	27,183	45.8
District of Columbia	126,014	3.9	67,880	53.9
Florida	377,823	3.9	58,446	15.5
Georgia	654,009	4.5	64,908	9.9
Idaho	108,515	4.1	32,869	30.3
Indiana	844,463	3.8	351,540	41.6
Iowa	636,905	3.9	309,237	48.6
Kansas	488,055	3.9	189,527	38.8
Kentucky	610,288	4.3	111,452	18.3
Louisiana	486,424	4.3	54,364	11.2
Maine	198,372	4.0	77,803	39.2
Maryland	386,087	4.2	156,465	42.9
Massachusetts	1,024,527	4.2	590,105	57.6
Michigan	1,183,157	4.1	599,196	50.6
Minnesota	608,398	4.2	287,880	47.3
Mississippi	472,354	4.3	25,475	5.4
Missouri	941,821	3.9	322,252	37.4
Montana	137,010	3.9	43,809	32.0
Nebraska	343,781	4.0	164,324	47.8
Nevada	25,730	3.5	7,869	30.6
New Hampshire	119,660	3.9	53,111	44.4
New Mexico	98,820	4.3	11,404	11.5
North Carolina	645,245	4.9	72,329	11.2
North Dakota	145,382	4.7	59,352	40.8
Ohio	1,700,877	3.9	810,767	47.7
Oklahoma	565,348	4.2	121,973	21.6
Oregon	267,690	3.6	116,299	43.5
Rhode Island	165,811	4.2	94,594	57.1
South Carolina	366,265	4.8	28,007	7.7
South Dakota	161,332	4.3	71,361	44.2
Tennessee	601,578	4.4	86,229	14.3
Texas	1,383,280	4.2	257,686	18.6
Utah	116,254	4.4	47,729	41.1
Vermont	89,439	4.0	39,913	44.6
Virginia	530,092	4.6	96,569	18.2
Washington	426,019	3.7	180,229	42.3
West Virginia	374,646	4.6	87,469	23.4
Wisconsin	713,576	4.1	364,425	51.1
Wyoming	57,218	3.9	19,482	34.0

form of entertainment ever made available to man.

A second inadequacy in the figures results from the fact that the census enumerators simply asked each home visited: "Have you a radio?" Only the affirmatives or negatives were recorded, and those counted to make up the total. No effort was made to determine how many radios each family had in the home, whether it had a radio in its car or cars, whether there was a radio in its summer home, whether the family bread-winner had an office radio, radios in his factory or a radio at his club. All the census takers sought to learn was how many families had radios, and what was the average number of persons per family.

As defined by the Census Bureau, the term "family" as used in making the count signifies a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table. One person living alone is counted as a family, and, at the other extreme, all the inmates of an institution or all the persons living in a boarding house, are counted as one family. But an average number of persons per family is struck in each state separately.

The third inadequacy, and probably the most noteworthy, rested in the hesitancy the census takers encountered among many families when the radio question was asked. The frequently published stories about radio in other lands, about how the radio listeners are taxed for the listening privilege, about how radio reception is contraband in some countries, about how some of our legislative and other lights would like to impose the European license system on American radio set ownership, were called to the minds of many families. Fearing that the radio question was merely the forerunner to a fee on reception in this country too, countless set owners gave negative answers when they should have given affirmative. Of that there is no doubt.

WHAT FIGURES SHOW

LASTLY, there is the matter of carelessness on the part of the census takers themselves. The home of the writer, for example, was not even canvassed in the 1930 census. Many of his friends tell him that they were not even asked whether they had radios, though they were asked all the other questions on the census forms. It is impossible to measure the factor of inefficiency and carelessness, but it is a factor none the less.

(Continued on next page)

Miniature But Sensitive Microphone Makes Air Debut in Philco Program

Moving Coil Principle Used in Electro-Dynamic Instrument Devised for Stokowski

THE ELECTRO-DYNAMIC microphone, midget of the mike family and newest product of the research laboratories, has made its air debut. The microphone, employing the moving coil principle, picked up the strains of Leopold Stokowski's Philadelphia Orchestra on Oct. 12 in the first of the new Philco concerts.

The program was transmitted over a 71-station hookup of the Columbia Broadcasting System through an electrical circuit at every point of which new equipment had been installed, involving in several cases the use of apparatus never previously linked up for a broadcast. It originated in the Philadelphia Academy of Music Hall, following exhaustive tests to ascertain the acoustical properties of the hall.

The moving coil principle used in the new microphones is said to entail a number of advantages, which were summarized by CBS as follows:

"It gives an approximately uniform response over the complete band of audible frequencies, that is, from 20 to 10,000 cycles per second;

"Its transmission characteristics are not affected by variations in temperature, humidity, or barometric pressure—a matter of extreme importance in such broadcasts as those by the Philadelphia Orchestra, where all three of these factors are likely to change during a concert and can not be controlled in the studio.

SIZE IS CONVENIENT

"ITS SMALL size, as compared with the dimensions of microphones now in use, makes it more convenient to mount in any desired location in the hall in a relatively inconspicuous manner;

"It is used at a considerable distance from the amplifier, so that the latter is put in a special location on the stage of the hall for these broadcasts."

The signals picked up by the

microphone will pass to a control booth on the stage but out of sight of the audience. Although this structure is only seven feet square, it weighs one and one-half tons and is sound insulated with especially worked out acoustic properties. In it is located the speech input equipment. This equipment, according to CBS, is capable of delivering, if necessary, two and a half times as much power without distortion and is far superior to the old type apparatus.

MONITORING UNNECESSARY

THE monitoring equipment has been designed to operate with a volume range of 40 decibels, corresponding to a power ratio of 1 to 10,000. Within this range—half as great again as that possible with present apparatus—no monitoring will be necessary; for a fortissimo, a slight change will be made, but in every case the engineer will be thoroughly familiar with the work, will know when the passage is coming, and will make the adjustments gradually in such a way that it will be imperceptible to the comparatively insensitive human ear, and thus normal perspective will be afforded.

The monitoring engineer will be stationed in this booth, with a desk panel in front of him, bearing the galvanometer which shows the variation in power passing through the circuit. Above this is the glass observation window through which he can see Stokowski conducting the orchestra though he will not hear the music directly. On the music stand at the conductor's rostrum will be a second galvanometer registering the current variations so that Stokowski will be aware at every moment while conducting of the interrelation between the orchestral volume and the volume transmitted. A system of signal lights has been installed to insure coordination between the conductor and the engineers when a number is to begin and at other times.

Census Reveals Radio's Hold on Country

(Continued from Page 15)

What, then, do the figures show?

The percentage of American homes that are radio-equipped in the states thus far reported runs slightly over 33, or a little better than one out of every three homes. One out of every three homes in 44 states and the District of Columbia, it appears, have radios! Some states show substantially better proportions, others substantially lower. But with one out of every three homes having radios, with all the seasonal and diurnal attractions and distractions radio meets, with all the counter-attractions that radio must combat, with all the "intellectual aversions" oft expressed toward radio—with all these indisputable factors retarding the building of a constant and

assured radio audience, there still is tremendous audience!

There is audience enough to make radio perhaps the most potent editorial force in the history of mankind. There is audience enough to sway the political mind of constituency and nation. There is audience enough to render negligible state and sectional prejudices, dialects and whatnot. There is audience enough to make radio one of the greatest merchandising and sales forces ever brought within the province of the advertising fraternity. What will radio's power be when the saturation point is more nearly approached?

Roughly, the northeastern, middle western and far western states show the highest totals and highest ratios to date. Generally, it may be

Radio Call Saves Life

A RADIO call for volunteers recently saved the life of James Wotten, of Richmond, Va. Wotten's physicians decided late one day that he required an immediate blood transfusion, and an appeal was broadcast over WRVA. For the next several hours the hospital received more than 200 offers, telephone calls coming not alone from Richmond but from Norfolk, Ashland, Virginia Beach and other outlying towns. Some 70 persons visited the hospital. After the transfusion the patient was reported recovering.

said that the states rank in radio very closely to their rank in the national economy. Thus we find the six New England states showing, as a whole, that 49.6 per cent of their homes have radios, about one out of two. We find the middle western states running well into the 40 per cent column, the far western states varying from California's 51.9 per cent to Idaho's 30.3 per cent.

POTENTIAL AUDIENCES

BUT we find, in the states thus far reported, that there is an average of 4.1 persons per family. This factor varies from 3.5 in California to 4.9 in North Carolina. So to compute the potential radio audience for each state, the average number of persons per family must be used as the multiplier of the total number of homes equipped in that state.

Each state's figures being broken down by counties and communities within each state, the potential reasonable and regular audience of each station can easily be computed, given the power of the station and its wave length. The factor of station popularity, of course, no one can guess beyond the results of impartial surveys which more and more stations are having made. All the census figures can show is the irreducible minimum of radio set ownership in any station's area of coverage.

Up to the present writing, Massachusetts leads all the states reported with the 57.6 per cent proportion of radios to homes it shows: Rhode Island, with 57.1 per cent, is a close second; Connecticut, with 54.9 per cent, third; the District of Columbia, with 53.9 per cent, fourth; California, with 51.9 per cent, fifth; Wisconsin, with 51.1 per cent, sixth; Michigan, with 50.6 per cent, seventh; Iowa, with 48.6 per cent, eighth; Nebraska, with 47.8 per cent, ninth, and Ohio, with 47.7 per cent, tenth.

The rankings in total numbers of families with radio are somewhat different, of course, due to wide variances in population. California takes the lead, with 839,991 of its families reporting radios; Ohio is second, with 810,767; Michigan is third, with 599,196; Massachusetts is fourth, with 590,105; Wisconsin is fifth, with 364,425; Indiana is sixth, with 351,540; Missouri is seventh, with 322,252; Iowa is eighth, with 309,237; Minnesota is ninth, with 287,880, and Texas is tenth, with 257,686.

WIL Requests Writ to Restrain KFWF

STATION WIL, St. Louis, has petitioned the Supreme Court of the District of Columbia for an injunction to restrain KFWF, St. Louis, from changing its location to the Hotel Jefferson. The suit is against the Federal Radio Commission, which authorized the removal.

WIL is an applicant for full time operation on the 1200 kc. channel with 100 watts and now shares the assignment with KFWF. Examiner Elmer W. Pratt recently recommended that WIL be given full time and that KFWF, operated by the St. Louis Truth Center, Inc., be removed from the air. In the petition it is claimed that until the Commission acts on the Pratt recommendation KFWF should not be authorized to change its location.

The Commission Oct. 13 denied the motion of WIL to have rescinded the decision authorizing KFWF to move locally, holding it already had decided KFWF should remain on the air.

An answer to the appeal of WMBJ, of Pittsburgh, removed from the air last January for failure to serve public interest and violation of regulations (Court of Appeals No. 5349) has been filed by the Commission. Oral arguments were presented before the court on Oct. 5, with Duke M. Patrick, assistant general counsel, appearing for the Commission, and Nathan B. Williams representing the appellant, the Rev. John W. Sproul.

Station KECA, Los Angeles, through attorneys Louis G. Caldwell and Arthur W. Scharfeld, filed a brief in its appeal attacking General Order 102, with respect to quotas (Court of Appeals No. 5445). These lawyers previously had filed with the court a similar brief, which attacked not only the validity of General Order 102, but the constitutionality of the Davis equalization amendment, in behalf of Station WPTF, Raleigh, N. C. (Court of Appeals No. 5444).

Invents New Radio Tube

A NEW filamentless radio tube, said to be as efficient as the three-electrode bulb as amplifier, rectifier and oscillator, has been invented by Dr. August Hund, of Wired Radio, Inc., Ampere, N. J.

These tubes, which can be manufactured for a few cents each, according to trade information, already have been applied exclusively in a three-tube set with satisfactory results. They are said to have a high amplification factor, and are simple and easy to make. They have also been employed in test transmitters and, having negligible internal capacity, can be worked directly on short waves even below one meter.

Wired Radio is a subsidiary of the North American Company, which controls public utility properties in various parts of the country. For eight years this company has been experimenting with wired radio as a possible competitor of space broadcasting. The company, headed by Clinton W. Hough, also owns the Associated Music Publishers, Inc.

“COVERAGE” DOESN'T LISTEN



“Station coverage” is one thing; “audience” is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere “distinction;” it’s a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn’t mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station’s vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it’s AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the audience value of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

When you’re planning a radio campaign, get the facts about AUDIENCE VALUE. “Coverage” doesn’t listen.



WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

990 kilocycles

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA

980 kilocycles

COMMERCIAL OFFICES

Pittsburgh, Pa., Hotel William Penn

KYW-KFKX

1020 kilocycles

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

BROADCASTING

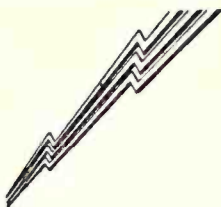
THE NEWS MAGAZINE of
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager

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We Make Our Bow

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than them all."
—Carlyle's *Heroes and Hero Worship*.

AND now, Radio! Who is there to gainsay its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the redoubtable Burke alluded in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is too soon to say, but that it will be the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

BROADCASTING makes it bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expatiate upon the blessings, the faults and the future hopes of radio. The columns of BROADCASTING will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. BROADCASTING intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

The N. A. B. Convention

POWERFUL opposition from all sorts of misguided interests faces American broadcasting. To those who would know more about the "danger signals ahead" of broadcasting, both external and internal, we commend the interesting and succinct statement in this issue by Dr. Henry A. Bellows. To those who want to discuss them further with the industry's best minds, we commend attendance at the National Association of Broadcasters' ninth annual convention in Detroit, October 26, 27 and 28, also the subject of an article in this issue by Philip G. Loucks, the association's capable young managing director who in less than a year lifted that organization from a state of desuetude to real and aggressive activity and performance. It is needless to expand here upon the virtues of organization; nearly every other industry has an organization to guide it in handling problems common to all. Broadcasting, hardly out of the swaddling clothes stage, needs organization and guidance from within now more than ever in the few years since it came into its own as an economic as well as a social entity.

Your Forum

FRANKLY, the editors of BROADCASTING in this issue and in the columns of succeeding issues intend to play nobody's "game" but that of the broadcasting industry as a whole. This periodical has not been conceived as the spokesman for any one network, any one station, any one agency or any particular group. BROADCASTING is designed to be a journal of news and information. Beyond that its editors also want to make it the forum of the entire industry—your forum. Accordingly, they invite your comments and suggestions and they solicit your letters for publication, provided only that those letters bear bona fide signatures and convey messages that are significant to the broadcasting fraternity as a whole.

Shall Rates Be Fixed?

NOW comes the proposition to fix and regulate broadcasting rates. It is plain that, the industry being so young, such a step would only muddle broadcasting. The railroads existed for nearly half a century before they were subjected to rate regulation. During that time they were aided by land grants and right of way concessions from the Government. Broadcasting is only in its eleventh year, and derives no support or subsidy from government. We admit that its progress has been meteoric, but we submit that the time is not yet for rate regulation.

The RADIO BOOK SHELF

IN THE FOREWORD to Dr. Frank Arnold's new book ("Broadcast Advertising, The Fourth Dimension," John Wiley & Sons, New York, \$3) the late Dr. H. P. Davis says: "Broadcast advertising is modernity's medium of business expression. It has made industry articulate. American business men, because of radio, are provided with a latchkey to nearly every home in the United States. They are only asked to conduct themselves as good-mannered guests."

How the business man can use radio and how radio can serve business are recounted in interesting fashion by the director of development of NBC. Dr. Arnold's book is the first on this subject since Edgar Felix published his book for advertisers, station managers, and broadcasting artists ("Using Radio in Sales Promotion," McGraw Hill Book Co., New York) in 1927. Dr. Arnold's book not only traces the early days of broadcasting, but discusses such subjects as radio circulation, broadcast advertising technique, planning a broadcast campaign, commercial credits, broadcasting and advertising agency, and radio from the public viewpoint. He also ventures certain predictions, among them that ten years will see visual and audible radio combined to revolutionize the intellectual and business life of the world community.

MODESTLY, the authors of "How to Write for Radio" (Longmans, Green and Co., New York, \$3) preface their book by stating that "writing for radio is still in its infancy and that doubtless, within five years, this book will be regarded as a radio primer." As far as they go, however, Katherine Seymour, an NBC continuity editor, and J. T. W. Martin, radio writer for Batten, Barton, Durstine and Osborne, the co-authors, cover the fundamentals of radio writing and producing in interesting and instructive fashion. This is a book that deserves the close scrutiny of every person in station or agency who prepares copy for the microphone.

This book is a worthy supplement for the library that already contains Peter Dixon's "Radio Writing" (The Century Co., New York, \$2.50) in which the author and lead of NBC's "Raising Junior" takes would-be writers for the radio into the studio to tell them the basic things they ought to know about broadcasting.

A COMPREHENSIVE analysis of the habits and preferences of summer radio audiences in and around Philadelphia has been prepared for WCAU, Philadelphia, by Herman S. Hettinger and Richard R. Mead, of the University of Pennsylvania faculty. The study has many points of application to other territories, and is one of a series of studies to be made of the "seasonal behaviour" of audiences.

CATHOLIC UNIVERSITY, Washington, D. C., has published a radio law bulletin containing the texts of a recent lecture series on legal aspects of radio by Louis G. Caldwell, John W. Guider, Paul M. Segal, William Roy Vallance and Charles F. Dolle. From the Northwestern University Press, Chicago, comes a compilation of general orders of the Federal Radio Commission, reprinted from the April Journal of Radio Law of the Air Law Institute, edited by Louis G. Caldwell, Washington attorney.

We Pay Our Respects to—



DR. FRANK CONRAD

TO MANY Dr. Frank Conrad is known as the Father of Broadcasting. If you asked him about it, he might admit his share in the engineering paternity but he would say that the administrative paternity belongs to his late chief, Dr. H. P. Davis, Westinghouse vice president, whose recent death shocked the radio world. He would also be one of the first to admit that Dr. Lee De Forest is justly entitled to the appellation Father of Modern Radio for his revolutionary invention of the radio tube.

The newspapers and magazines, not Dr. Conrad, have fastened the sobriquet on him. If the broadcasting art is really a hybrid of many inventive geniuses, there are few who can doubt the importance of Dr. Conrad's contributions. At 57, he has a long list of radio and electrical inventions to his credit, besides the noteworthy pioneering achievement he accomplished with KDKA, Pittsburgh.

Next month, on Nov. 2, to be

exact, broadcasting observes its eleventh birthday. On that day 11 years will have elapsed since KDKA went on the air with the Harding-Cox presidential election returns as the first pre-scheduled radio program in world history. Dr. Conrad was the announcer-engineer and director of operations.

At the instance of Dr. Davis, Dr. Conrad began his experiments with radiotelephony. They were an outgrowth of point-to-point radiotelegraphy, and the idea was conceived during the World War when Westinghouse manufactured and developed radio apparatus for Uncle Sam. Dr. Conrad began his informal telephonic broadcasts from a shed at the rear of his home at Wilkingsburg, a suburb of Pittsburgh, every Saturday night, his phonograph record programs being received by his engineering colleagues and a handful of amateurs. This "station" was the forerunner of KDKA, which Westinghouse calls the "pioneer broadcast station of the world."

president of International News Service will become vice president in charge of public relations. John F. Royal, former Boston newspaperman and until last February manager of WTAM, Cleveland, will be vice president in charge of programs. Roy C. Witmer, since last December sales manager, will be vice president in charge of sales. Other NBC vice presidents are: George F. McClelland (general manager); A. L. Ashby (general attorney); John W. Elwood; George Engles (Artists' Service); Frank M. Russell (Washington Division); Niles Trammell (Chicago Division), and Don Gilman (Pacific Division).

EDWARD J. STACKPOLE, Sr., president of the Harrisburg Telegraph, and A. H. Stackpole, manager of WHP, Harrisburg, Pa., the newspaper's radio station, supervised the recent broadcast over that station of the Pageant of Progress in celebration of the newspaper's centennial. The radio program, written by Fred Frey,

WHP production manager, was carried to promote a special centennial edition.

HERBERT R. CONNOR has returned to KFOX, Long Beach, Cal., after having left that station to be commercial manager of KGER, in the same city. He is doing a combination of sales and continuity work, doubling in character also to take the part of "Goofy" in the Butter Cream Schoolhouse program which he originated on KFOX. The station recently increased its selling staff to six, with Clyde Warner as sales manager.

BEN McGLASHAN, owner of KGFJ, Los Angeles, made his 100-watt station pay his way through the University of Southern California.

J. ERNEST CUTTING, for the last year and a half booking dance orchestras for the NBC Artists Service, and Edward Paul England, III, formerly social director of the Lido Club, Long Beach, N. Y., have been appointed by George Engles, vice president in charge of the Artists Service, to supervise all musical and social activities at the new Hotel Waldorf-Astoria, New York City. Their offices have been established in the hotel.

PAUL WHITEMAN, famous orchestra director, has been named music supervisor of the NBC Chicago Division, according to an announcement by Niles Trammell, vice president in charge of the Chicago division. Leroy Shield, conductor and arranger, who was with RCA-Victor in Chicago and Hollywood before joining NBC, has been appointed musical director. Shields will direct the symphony on the Minneapolis Honeywell program.

RALPH BRUNTON, owner of KJBS, San Francisco, is responsible for fans missing the voice of Shirley Dale, who conducted the station's daily shopping period. Shirley Dale was the radio alias of Miss Emma Woodling. She became the bride of Mr. Brunton a few weeks ago, and they immediately sailed for the mid-Pacific on a honeymoon.

R. L. RUST has returned to KTM, Los Angeles, as commercial manager. He was formerly manager of the station when it was known as KNRC, leaving to go into the electrical transcription field. In 1925 and 1926 he was commercial manager of WQAM, Miami. When he was with the old KNRC, Rust had Charlie Hamp (of Strasske toothpaste fame) as one of his staff singers, and Tom Mitchell (later NBC's Rainier lime rickey man) was the studio announcer.

CARL NISSEN, with the Los Angeles Herald for the past 18 years, and recently its classified advertising manager, has joined KNX, Los Angeles, as commercial manager.

WILLIAM H. HEINZ, formerly manager of WHO, Des Moines, and sales manager of Continental Broadcasting Corporation (transcriptions), is now manager of KGB, San Diego.

GLENN DOLBERG, former manager of KHJ, Los Angeles, later with the Dan B. Miner advertising agency, Los Angeles, after a six-

month period at KFI and KECA, Los Angeles, as production manager, has become assistant manager of the latter stations. Frederick Shields, formerly in radio at Kansas City, later manager of KTM, Los Angeles, succeeds Dolberg's production work at KHJ.

R. E. DEARDORFF, for three years in advertising with the Scripps-Howard Times in Indianapolis, and for the past two years in the same department at the Los Angeles Examiner, has joined the commercial staff of KTM, Los Angeles, as a contact man.

HORACE D. GOOD, former owner of WRAW, Reading, Pa., is now the branch manager for the Continental Broadcasting Corporation (transcriptions) at its recently established office in the Hotel Annapolis, Washington, D. C.

JOHN HENRY, formerly managing editor of the Daily Nonpareil of Council Bluffs, Ia., and recently radio editor of KOIL, has been appointed station director of KOIL, effective October 15, succeeding Hal Shubert. The same station announces the appointment of Max Vinsonhaler, former stock player and more recently continuity writer and announcer, as director of KOIL's permanent radio stock company known as "The Hilltop Playhouse."

BORN, to Mr. and Mrs. Charles L. McCarthy (traffic manager for the NBC Pacific Division at San Francisco,) a girl, weight six and a half pounds and the first girl to be born to the McCarthy family in five generations.

STEWART P. ELLIOTT, sales manager for the Sperry Flour Co., San Francisco, who has been handling the "Sperry Smiles" program on the NBC Pacific network, has joined the San Francisco branch of Erwin, Wasey & Company as merchandising expert.

GEORGE W. HILL, of Tupelo, Miss., has been appointed assistant counsel of the legal division, Federal Radio Commission, succeeding George B. Porter, recently appointed assistant general counsel. Both appointments are effective November 1.

KEN STUART, formerly announcer for KJR, Seattle, and KFRC, San Francisco, has joined the announcing and sales staff of KOL, Seattle.

BEHIND THE MICROPHONE

TOM EVERETT, young graduate of Oxford, has been made assistant to Fred Smith, of the staff of Time newsmagazine, in the preparation of the scripts for "The March of Time," CBS network feature.

PAT FLANAGAN, sports announcer for WBBM, Chicago, is handling games being broadcast over WBBM under the sponsorship of Marshall Field & Co.

JOSEPH LITTAU, co-conductor of the Roxy Symphony Orchestra, who has been directing the Gay Vienna program on the NBC-WJZ network Sunday afternoons, leaves this month for Omaha where he will be director of the Omaha Symphony Orchestra.

PERSONAL NOTES

DR. LEE DEFOREST, noted radio inventor, who is now making his residence in Los Angeles, where he is interested in television work, has been making trips to Mexico City recently. Reports are to the effect that he is interested in the transmitter and radio set fields in Mexico.

DR. ALFRED N. GOLDSMITH, vice president and general engineers of RCA, was elected president of the Society of Motion Picture Engineers early this month, following a counting of the mail ballots at the Society's annual convention in Swampscott, Mass. He succeeds J. I. Crabtree, whose retirement is effective in 1932.

M. H. AYLESWORTH, president of NBC, has announced the appointment of three additional vice presidents. Frank Mason, former

RUDOLPH GANZ, former director of the St. Louis Symphony Orchestra, heads the National Little Symphony Orchestra being organized under NBC Artists Service sponsorship. An exclusive concert ensemble comprising 25 of the finest orchestral talent in New York, the National Little Symphony Orchestra goes on its first tour this month, featuring new compositions by European composers recently brought from Europe by Mr. Ganz.

DAVID BATH, formerly of the New York Daily News, has been appointed Columbia Artist Bureau representative for Morton Downey, the tenor, and will handle all outside bookings for the Camel minstrel.

DON CLARK, head of the continuity department of CBS, New York City, was recently married to Susan Church, also of CBS.

IRVING BLAINE, formerly with WICC, Bridgeport, Conn., has been added to the announcing staff of WLTH, Brooklyn.

MYRA DORRANCE, formerly of WOR, Newark, has joined WFOX, Brooklyn, as assistant to Frank Vallon, program director. Vallon recently returned from Hollywood where he did work for Universal Pictures. Formerly he was associated with NBC and CBS.

JOHN FRASER, formerly of WEAN, Providence, R. I., and Floyd Marion, formerly of KFI, Los Angeles, have been added to the announcing staff of WMCA.

CARLYLE STEVENS is a new announcer at WABC, New York City. He got his start with WLTH, Brooklyn.

JACK RYAN, Teaberry sports announcer, himself a former crack athlete in southern Illinois, has been named by Homer Hogan, manager of KYW, Chicago, to announce the eight intercollegiate football games to be carried over that station.

BOB WHITE, continuity man and performer of the NBC-Chicago staff, is now announcing over WMAQ, Chicago.

VAL SHERMAN, young baritone soloist with wide concert and stage experience, is now announcer and soloist at WBBM, Chicago. He formerly sang over WJJD, Mooseheart, Ill., acting also in the Elgin Watch and Wilson Packing Company productions.

ART JARRETT, Chicago tenor, is getting a big build as a sustaining feature on CBS, whose officials see in him another find like Bing Crosby and Morton Downey. He has been singing and playing the guitar on WBBM, Chicago, which is relaying his new "Fitch Professor" program to WCCO, Minneapolis; WMT, Waterloo, Ia., and WTAQ, San Claire, Wis.

TED PEARSON, announcer, who shifted from the NBC Chicago studios to WTAM, Cleveland, has returned to the Chicago offices in the capacity of production man. He will also announce some sponsored programs.

FRED HOEY ended his fifth season as baseball announcer for WNAC, Boston, and the Yankee network, with the close of the recent season. Between April 11 and

Sept. 27, Hoey announced 160 games, representing about 320 hours that he was on the air.

FREEMAN LANG, technician-announcer, once known as the "Bald Headed Shiek of Sawtelle" on radio frolics over Los Angeles stations, is acting as master of ceremonies of the Hollywood film premieres being sponsored locally by the Texas Company.

GENE ARNOLD, NBC announcer whose "Beautiful Thoughts" programs are heard daily from coast to coast, is gaining fame as a song writer. His "Little Old Church in the Valley" has mounted to the best seller class, and he's soon to publish another song, "Blue Ridge Moon," written in collaboration with Gus Kahn and Egbert Van Alstyne.

BRUCE KAMMAN, Chicago NBC production man, not only produces the National Farm and Home Hour, but assists Johnny Wolf in presenting some of the dialect stories and humorous anecdotes sent in by listeners. Bruce has proved himself a "triple threat man," finding no trouble in being either an Irishman, Englishman, or German.

ROBERT BOWMAN, announcer for KHJ, Los Angeles, has joined KGB, San Diego, as program manager.

JOAN HARVEY, formerly announcer at KMPC, Beverly Hills, Cal., is now conducting week-day beauty chats for Weaver-Jackson Co., Los Angeles hair establishment, over KFWB, KHJ and KFI, Los Angeles.

BLANCHE WOOD, known for years in vaudeville and musical comedy as "The Girl Baritone," is announcing and entertaining over KGB, San Diego. One of her features is a week day morning shopping tour.

WNAC, Boston, claims to have made a "find" in Eleanor Talcott, of Talcottville, Conn., heiress of an old New England family, who is making her debut in radio over that station after flings at vaudeville, stock company performances and concert work. She will be featured on the Yankee network.

IN THE CONTROL ROOM

RUSSELL S. HOFF, specialist in studio pickup, has joined the technical staff of WLW, Cincinnati, according to Joseph Chambers, station technical director. Mr. Hoff comes from Hollywood, where he was engaged in sound recording work for Warner Brothers. Formerly, he was connected with RCA Photophone and WGY, Schenectady.

O. B. HANSON, manager of plant operation and engineering of NBC, who is touring Europe with S. A. (Roxy) Rothafel's party in the interests of Radio City, spoke to the American radio audience from Berlin via short waves on October 9 about his European observations. He recently returned from Moscow where he examined Russia's 100 kw. transmitter and spoke before a group of Soviet radio engineers.

HARRY ANDERSON, Pacific Coast sales manager for NBC, is out a perfectly good secretary. She is now Mrs. Winston C. Moore, whose husband is operations supervisor at the NBC plant department. She was formerly Miss Gertrude Wright.

A. R. MCGONEAL, formerly with WJSV, Alexandria, Va., is doing vacation relief at WRC, Washington, until November 1.

S. W. EDWARDS, supervisor of development and production, Radio Division, Department of Commerce, with headquarters in Detroit, was to arrive at the new Grand Island, Neb., monitoring station of the department on October 15 to check its operations. During the last few weeks he has been inspecting the supervisors' offices in Boston, Springfield, New York and Washington.

L. C. HERNDON, Department of Commerce radio supervisor at Baltimore, started October 8 on a test car tour of Virginia. The week before he inspected broadcasting operations in New Jersey.

ARTHUR BATCHELLER, travelling radio supervisor of the Department of Commerce, is now back at the New York supervisor's office after a special tour of duty in Washington in connection with field personnel program.

ELLERY PLOTTS, formerly in charge of studio equipment installations in the Westinghouse stations, has been appointed resident engineer of KYW, Chicago.

J. E. BAUDINO has been appointed plant engineer of WBZ-WBZA, Boston-Springfield, succeeding Philip F. Robinson who resigned to start his own business of handling public address systems in Boston.

WALTER C. EVANS, manager of operations of the Westinghouse stations, announces the appointment of Ralph N. Harmon as general engineer of all Westinghouse broadcasting and short wave stations. Mr. Harmon previously was engaged in the development of synchronizing equipment.

WFIW Rebuilding

WFIW, Hopkinsville, Ky., which was completely destroyed by fire last July, is now being reconstructed and its management expects to have it back on the air on or about Nov. 15.

Detroit Pastor Heard Over a 19-Station Net

FATHER Charles E. Coughlin of the Church of the Little Flower, Detroit, on Oct. 4 resumed his Sunday talks, formerly on CBS, over a special network arranged in collaboration with Leo J. Fitzpatrick, manager of WJR, Detroit. Card rates are being paid for station time, and the hookup will be expanded to include additional stations. The network, for which the A. T. & T. Co. has furnished lines, now consists of WOR, Newark; WCAU, Philadelphia; WBBM, Chicago; WGR, Buffalo; WGAR, Cleveland; WLW, Cincinnati; KMOX, St. Louis; KSTP, St. Paul; WCAO, Baltimore; WFBL, Syracuse; WJAS, Pittsburgh; WJR, Detroit; WNAC, Boston; WFAN, Providence; WORC, Worcester; WICC, Bridgeport; WDRC, Hartford; WLBZ, Bangor, and WNBH, New Bedford.

Broadcast Pleas Decline

BROADCAST applications received by the Federal Radio Commission during the past five months have dropped off from an average of 36 per week to 20 per week, according to a compilation made by V. Ford Greaves, Assistant Chief Engineer. The analysis covers the period from May to October.

For the preceding two years there had been a steady climb in applications received, he said. From January, 1930, to April, 1931, the average increased from 31 to 36 a week.

New Call Letters

THE Federal Radio Commission has authorized Cherry & Webb Broadcasting Co., Providence, R. I., to change the call letters of its station from WDFW-WLSI to WPRO, effective immediately. The station shares time with WPAW, Pawtucket, R. I., on 1210 kilocycles with 100 watts.

LOS ANGELES' city council has authorized the city attorney to prepare an ordinance under which only licensed persons would be permitted to operate electrical devices that interfere with radio reception and requiring that each device be equipped with a filter.

ELECTRICAL TRANSCRIPTIONS

"If better transcriptions can be produced—the name on them will be"

Me.
N. H.
Vt.
Mass.
R. I.
Conn.
N. Y.



Pa.
N. J.
Del.
Md.
Va.
W. Va.
D. C.

EASTERN DISTRIBUTORS

Series for station sustaining features or commercial advertising.
33 1/3 r.p.m. Program list and prices on request.

Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

CREAM of the NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by — — — —

WCSH

Portland,
Maine

*Affiliated with the NBC
Basic Red Network*

1000 Watts Full Time 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

TAMPA cigar manufacturers, long alive to the use of radio in their advertising, are planning a new series of programs this winter. Already Hav-a-Tampa and Bearing brands have scheduled WFLA-WSun, Clearwater, Fla., to open Dec. 7.

WSPA, Spartanburg, S. C., on Sept. 25 staged the first program ever sponsored by the Railway Express Agency, a test program believed to be a forerunner of regular nation-wide spot broadcasts by that company. Headquarters of the company in New York first sent out 70,000 inquiries to its employees, asking them to report on reception and criticize the program, which first went on the air at 8:30 p. m., EST, and then at 2:30 a. m. for DX reception. A dozen high officials of the company also went to Spartanburg. The program consisted of a quartet, string trio and Paury Pearson, popular Southern baritone. "Red" Cross, managing director of WSPA, announced. Reception reports were received from company employees in 38 states.

PHILLIPS Petroleum Company is sponsoring the Phillips Flyers orchestra in half hour Saturday night programs of syncopated music, featuring no repeats during any week, over KYW, Chicago.

PACIFIC States Building and Loan Association sponsors one of the oldest Pacific Coast radio features, offering its "home sweet home" concerts for two hours each Sunday morning over KFRC, San Francisco, and the Don Lee chain. A concert orchestra and vocalists are used. It has been on the air since June, 1926.

KMPC, Beverly Hills, Cal., owned by the Macmillan Petroleum Corp., Los Angeles, has started the Macmillan 'Round the World Club, according to Glenn Ebersole, station manager. The first 30 days the station reported 20,000 members, each of whom bought 20 gallons of gas and received a miniature glider for the children of the family. The characters are Bill and Mack, aviators. Membership card and a button go to all who apply, but the glider only to the cash customers for gas. Roland U. McIntosh writes the continuities and plays Mack, and Jack Carrington is Bill.

HIRES Root Beer is sponsoring a nightly skit by Frank Watanabe and Reggie Sharland over KNX, Los Angeles. Offers of a free sample of the extract and a photo of Watanabe drew more than 10,000 letters over a five week period, according to Naylor Rogers, manager.

KDYL, Salt Lake City, is handling a test campaign for the First Security Trust Co., a banking chain.

THE FOREST Lawn Memorial Park account, Smith and Drum agency, Los Angeles, has at last gone to KECA, Los Angeles, with a remote to Glendale for a Sunday eve organ concert. While the mortuary idea on the coast has consistently been away from the religious type of broadcast, this new Forest Lawn program seems to be a sort of church broadcast.

S. AND W. COFFEE, San Francisco headquarters, now uses three coast radio features to advertise its products: KPO, San Francisco, Cecil and Sally transcription daily; KFI, Los Angeles, four times weekly with "Great Trials of History" re-enacted; and Tom Mitchell, baritone-pianist, four evenings through KGW, Portland, KHQ, Spokane, and KOMO, Seattle.

THE SOUTHERN California Music Co., an old established Los Angeles firm, is using KFAC, Los Angeles, twice weekly for a program it calls "Everybody Play Hour," featuring the various instruments it sells.

BROADCASTS of the Tuesday noon meetings of the Los Angeles Advertising Club are to be sold to sponsors and carried over KHJ, Los Angeles. E. J. L'Esperance, insurance man, has been appointed to the radio sponsorship committee of the club. Benson Curtis of the sales staff of KFVB, Hollywood, is entertainment chairman for the club, arranging for the talent for the luncheon meetings.

OREGON Woolen Mills is sponsoring a series over KRSC, Seattle. The Pearce-Knowles Radio Advertising Agency, Seattle, handles the account.

ASSOCIATED Oil Company, San Francisco, is sponsoring 110 Pacific Coast football games this season, besides using the NBC Pacific Coast network for its Saturday night "Associated Spotlight Revue." Nine stations are carrying the games, several of which are being played at night. They are KPO, KFRC, KGO and KTAB, San Francisco; KFI, Los Angeles; KOMO, Seattle; KHQ, Spokane, and KOH, Reno. Announcers are Don Thompson, Ernest Smith, George Guttormsen, Harry Lantry, James Richardson and Don Wilson, all well known on the coast.

ITALIAN-SWISS Colony, maker of "Juices of the Grape," is staging a twice-weekly program over KPO, San Francisco, featuring a character called "Tipi, the Grape Blender," who wanders about the countries which produce different varieties of grape.

FOLGER Food Co., San Francisco, has been awarding prizes of food-stuffs to housewives in a 50-word letter contest announced in connection with its 15-minute nightly program over KHJ, Los Angeles. The program features "Black and Blue," correspondence school detectives said to be funny simply because they try to be serious.

USING only its radio program over KFVB, Hollywood, and a limited number of suburban newspapers, St. Helens Gasoline, offering straight dance music for a half hour on Sunday nights for the last 65 weeks, not only survived a local price war without slashing its own prices but increased its gallonage. The J. R. Meyers Co., Los Angeles, handles the account.

PHILLIPS Milling Company started an extensive campaign in the San Francisco bay district recently. The first medium used was KFRC, San Francisco, with a bi-weekly program called the Blue and Gold Parade. De Pauli and Park, San Francisco, handle the account, which later plans to use other stations along with newspapers and outdoor media.

NEW local contracts totalling nearly \$50,000 for station time and talent were signed by Station WRC, Washington, in the last few weeks. These contracts were with John H. Wilkins Company (coffee); Charles Schwartz & Son (jewelers); William Hahn & Company (shoes); Fairfax Farms Dairy (milk); Charles Schneider Baking Company (bread).

WGN, Chicago, is carrying a sponsored series by the Kent College of Law in which legal information is explained in layman's language.

ASSOCIATED Oil Company's spotlight revue, NBC-Pacific Coast program, has gone back to a winter schedule over KFI, Los Angeles. In the summer months, its southern outlet is KECA, Los Angeles, because of the Hollywood Bowl programs on KFI.

NETWORK ACCOUNTS

AGENTS of the New York Life Insurance Company in all parts of the country received instructions to urge their clients and friends to tune in the company's premiere program on Oct. 6 when it was presented over an NBC coast-to-coast network, featuring Calvin Coolidge. Time on western and southern stations were made available for the network through the courtesy of the Fuller Brush Company, sponsors of The Fuller Man, because of the importance of the ex-president's broadcast message.

FLORSHEIM Shoe Co., Chicago, is sponsoring a new Friday night series, beginning Oct. 16, over the NBC-WEAF network. It is featuring Freddie Grofe, composer-conductor and former arranger for Paul Whiteman, heading an orchestra playing light dance and concert music. Artists are Jane Froman, blues singer, and the team of Pratt and Sherman.

A VOTE of radio editors decided the National Confectioners Association upon the all-musical, all-male program it is now staging over a

CBS network on Monday afternoons for the purpose of appealing to an audience of women. Leon Bloom's 16-piece orchestra with Brooks and Ross, Chicago harmonists, furnish the entertainment. The association asked the editors what they believed would appeal mostly to women, and their composite opinion was that male talent with an admixture of popular-classic music was most desirable.

HEALTH Products Corporation, Newark ("Feen-a-Mint," etc.), is going on the air over an NBC-WJZ network with a Saturday night half-hour series, beginning Oct. 24, called "Danger Fighters," based on Paul de Kruif's books "Microbe Hunters" and "Hunger Fighters." The programs will dramatize man's battles against disease and will include an orchestra directed by Thomas Belviso.

TROPICARE, Inc., Minneapolis, maker of hot water auto heaters, has gone on a CBS network Saturday afternoons, 5:45-6:00 p. m., from WBBM, Chicago, featuring Bobby Brown, WBBM production manager, in resumes of middle west football results.

THE NBC Pacific Coast network's woman's magazine of the air, a morning feature, carries Best Foods Co., Pet Milk Sales Corp., Packer's Mfg. Co., Frigidaire Corp., Pacific Coast Gas Association, Roman Meal Co., Safeway Stores, Inc., Northam Warren Co. (Odorono-Glazo), Proctor and Gamble Co., (Camay, Crisco and Ivory), Standard Oil of California and W. P. Fuller and Co.

PROSPECTS

CHRYSLER Motor Car Company is reported to be nibbling at a radio idea built around several shows within a show, the tentative scheme being to present a production in which the artists go to the theatre and see several acts of a show.

S. KARPENER & BROS., 801 So. Wabash, Chicago (Karpen furniture and inner-spring mattresses) is making up lists during October, using broadcasting along with other media. Advertising manager is N. V. Field, and advertising is placed by the Charles Daniel Frey Co., 333 No. Michigan, Chicago.

WANDER CO., 180 No. Michigan, Chicago (Ovaltine and Alucol) is making up lists during October, using broadcasting along with other media. Thomas J. Wild is advertising manager. Blackett-Sample-Hummert, Inc., 221 No. LaSalle St., Chicago, is handling the account.

COPELAND PRODUCTS, INC., 332 Cass Ave., Mt. Clemens, Mich. (Copeland refrigerators) is making up lists during October and November, using broadcasting with other media. R. M. Douglass is advertising and sales promotion manager. The agency is Austin F. Bement, Inc., General Motors Bldg., Detroit.

M. B. BATES, advertising and manager for Life Savers, Inc., Port Chester, N. Y., has been touring western states in the interest

(Continued on page 24)

There is
SOMETHING NEW
In Station Representation!

Of course you will want to know about the new plan that ADVERTISERS RADIO SERVICE, Inc. is offering to a limited number of radio stations.

A few more of the better stations may still take advantage of our sales and sales promotion facilities. No commissions, no brokerage

Drop in to
Advertisers Radio Service, Inc.

Headquarters: Room 226, Statler Hotel

Detroit, Mich.

during the Convention and Mr. William G. Rambeau will be glad to give you complete information.

of his firm. The organization is using a transcription series, the Success Reporter, which it gives for a five-minute period on a year's contract. Successful folks give a 45 second interview.

TRANSCRIPTIONS

NATIONAL Radio Advertising, Inc., is using the First National Studios, Hollywood, for Brunswick recording of its western transcriptions. Gerald W. King, manager of KFWB, Hollywood, is western manager for the company.

DICK HALLER, manager of Patrick and Co., San Francisco, booking agency for the Cecil and Sally transcription series, announces that the Pepsodent Company has purchased the rights for Australia, New Zealand and South Africa. The series is being recorded by McGregor and Sollie, Inc., newly reorganized to replace MacGregor and Ingram, Inc., San Francisco. C. P. MacGregor heads the laboratories of the new recording company as president, and its schedule includes a daily feature known as "Uncle Jerry" for Raybestos-Manhattan, Inc., Bridgeport, Conn., a children's feature, and others for Sun-Maid Raisins, Gruen Watch and others.

THE PACIFIC Coast Record Corp., Inc., 1040 Geary St., San Francisco, is now devoting practically all of its activity to electrical transcriptions, other records being a relatively minor part of its output. The company has pioneered in the production of unbreakable records for broadcasting. "Flexo" is the trade name of the record. Its most recent development is the new syncolateral cut which gives a playing time of 15 minutes on a 12-inch record and a half hour on a 16-inch record.

WILLIAM Horsley Film Laboratories, Inc., 1443 North Beachwood Drive, Hollywood, Cal., is announced as doing a series of 78 half-hour transcription programs for Roy Leffingwell, who acts in the dual capacity of an artist and distributor. Leffingwell, who heads the Roy Leffingwell Publications, Inc., in the Bendix building, Los Angeles, has been known in radio the past four years as a music-philosopher. In that time he has been at KFWB and KMTR, Hollywood, and manager of KPSN, Pasadena. The past year he has been at KECA, Los Angeles, with a morning studio program—piano, songs and chats. The transcription series will be along similar lines and allows for a 13 week broadcast at the rate of one half-hour program each week day.

These will be placed in cities where the Leffingwell Publications have distributors for sheet music. The distributors, in turn, will market the series to broadcasters as a sustaining feature. They are so arranged that stations, in turn, may put them on as commercial programs if local sponsors can be found. Although Leffingwell's activities as a music publisher bring his songs before scores of microphones, on his own programs he refuses to plug his own numbers once they are published. Out of a catalogue of 200 numbers he has

written are "My Malibu Rose," "Like a Harp of Gold," "I'm Afraid That I'm Falling in Love," "Gosh, But I Wish That Spring Was Here," and others.

CONTINENTAL Broadcasting Corporation, Los Angeles, has released to about 40 stations in southern states a sponsored transcription series made for the Walker Properties Association, of Austin, Texas, manufacturers of chili con carne, hot tamales, etc. The background of the series presents a native Mexican orchestra in typical Spanish and Mexican music, with vocal and instrumental passages.

THE RADIO Transcription Company of America, Ltd., has issued a large-sized 8-page brochure of its winter releases. C. C. (Cash and Carry) Pyle, of bunion derby and other sports fame, is general manager. Quarters are maintained at 1509 North Vine St., Hollywood. Recording is done at Freeman Lang's sound studio and processed by Columbia Phonograph Co. Staff includes L. L. Ostrow, formerly in film work, as production chief, assisted by John R. Britz, onetime music supervisor of KYA, San Francisco, and Edwin Corle, continuity writer.

REPRESENTATIVES

HUGH D. HART, formerly vice president of the Penn Mutual Life Insurance Co., and P. B. Brown, formerly with Scott Howe Bowen, Inc., are chairman and president respectively of the Brown-Hart Company, Inc., a new radio representative service with offices at 500 Fifth Ave., New York City. Already representing nearly 200 stations, the company has also established offices in the Integrity Building, Philadelphia. The staff includes Howard L. Nussbaum, formerly with Scott Howe Bowen, and H. B. Esselem, formerly with the New York Times. Directors of the company, in addition to Messrs. Brown and Hart, are Van Sims, vice president of Lord & Taylor; Henry Doyle, Perot Adaire Co.; John A. Stevenson, vice president, Penn Mutual Life Insurance Co.; Vincent B. Coffin, Connecticut Mutual Life Insurance Co.; James Roosevelt, vice president, Victor M. Girard Co., and Harold Ley, president, the Life Extension Institute.

HANFF-METZGER of California, Ltd., Los Angeles branch of the New York agency, this month is renewing contacts with some accounts. At present its only current broadcast activity is that for the Texas Company which sponsors practically all of the Los Angeles and Hollywood film premieres on the air. Carl M. Heintz is manager of the Los Angeles office, with J. J. Dickley as radio account executive.

J. HAL MILLER, formerly with McElhiney & Associates, St. Louis, has joined Scott Howe Bowen, Inc., as manager of its newly established office in the Pioneer Trust building, Kansas City.

RADIO will be the topic of discussion at a round table discussion during the annual convention of the Pacific Association of Adver-

tising Agencies, opening on Nov. 4 in Santa Barbara, Cal. Leader and speakers have not yet been announced. August J. Bruhn, Los Angeles manager of McKann-Erickson, Inc., is program chairman.

FRED L. ALLEN, formerly with the Cavally agency, Denver, has joined the sales staff of KLZ, Denver.

BERT OLBERT, operating as "Bert's Best Bets," has taken exclusive Santa Monica franchise for time of KTM, Los Angeles. He has his own studio in the Santa Monica Elks Club, running a remote control to KTM. He takes the 6 to 8 a. m. hour daily throughout the year.

EDWARD T. CLARK, formerly on the sales staff of WXYZ, Detroit, has established a new agency to represent radio stations in the middle west. The address of the agency is 1002 Walnut St., Kansas City.

CARL RIBLET, formerly in charge of radio publicity for the J. Walter Thompson Co., and Douglas J. Murphey, former assistant advertising manager of Wilson Brothers, Chicago, have formed the agency of Riblet and Murphey, 333 No. Michigan Ave., Chicago, specializing in radio advertising.

DICK RICKARD, announcer, has been promoted to assistant production manager of KFRC, San Francisco. Formerly he was with KHJ, Los Angeles; KOL, Seattle and KVI, Tacoma.

J. WILLIAM SHEETS, Seattle, has been appointed advertising and promotion manager of Cris Cringle Christmas Tree, to conduct a radio and print campaign for the newly organized Washington Christmas Tree Association.

TRUMAN E. PERRY, formerly assistant commercial manager of KHJ, Los Angeles, has joined the Allan M. Wilson Co., new Los Angeles agency, as radio advertising specialist. Hardesty Johnson, the tenor, is head of the agency's radio activities.

EQUIPMENT

SINCE last Aug. 1, Electrical Research Products, Inc., New York City, announces it has equipped 19 stations with Western Electric reproducing equipment for the broadcasting of electrically recorded programs. This brings the total number of stations now using Western Electric equipment to 147, the majority having complete double 33 1/3 and 78 r. p. m. equipment. The stations equipped since Aug. 1 are: KFYY, Bismarck, N. D.; KLO, Ogden, Utah; KSL, Salt Lake City; KSOO, Sioux Falls, S. D.; KSTP, St. Paul; WAAM, Newark; WDOD, Chattanooga, Tenn.; WFBL, Syracuse, N. Y.; WIP-WFAN, Philadelphia; WLIT, Philadelphia; WNAX, Yankton, S. D.; WPRO, Providence; WRVA, Richmond, Va.; KGW, Portland Ore.; WWVA, Wheeling, W. Va.; WJAG, Norfolk, Neb.; WPG, Atlantic City; WNOX, Knoxville, and WODX, Mobile, Ala.

WESTERN Electric Company announces that 141 stations are now using its turntables for the reproduction of electrical transcriptions.

THE DeFOREST Radio Company, Passaic, N. J., has been licensed by the Radio Research Co., 1204 Irving St., N.E., Washington, D. C., to manufacture and sell the new quick-heating frequency control equipment developed by the latter. This new apparatus, it is claimed, can maintain frequencies well within 10 cycles with temperature variations of less than one-tenth degree Centigrade after 30 minutes from cold. Radio Research Company has orders on hand from about a dozen broadcasters. In the last two years it has equipped about 50 stations with frequency control equipment and temperature control ovens.

A **NEW** audio speech panel, manufactured by the Radio Research Company, Washington, D. C., and having exceptionally flat frequency characteristics embracing a range of 40 to 8,000 cycles, has been delivered to WJSV, Alexandria, Va. The same company built and installed WJSV's new 10 kw. transmitter earlier this year.

UNIVERSAL Microphone Co., 1163 Hyde Park Ave., Inglewood, Cal., has issued its new fall catalogue of microphones and allied lines. James R. Fouch is manager.

STATION NOTES

KMOX, St. Louis, is reported to be spending \$250,000 for the new studios now in course of construction.

WNYC, New York City's municipal station, is planning the erection of a new fan-shaped, single-guyed aerial to replace the present antenna on the Municipal Building. The antenna is designed to improve transmission in crowded Manhattan, and will cost about \$1,000. Isaac Brimberg, chief engineer, is in charge of the work.

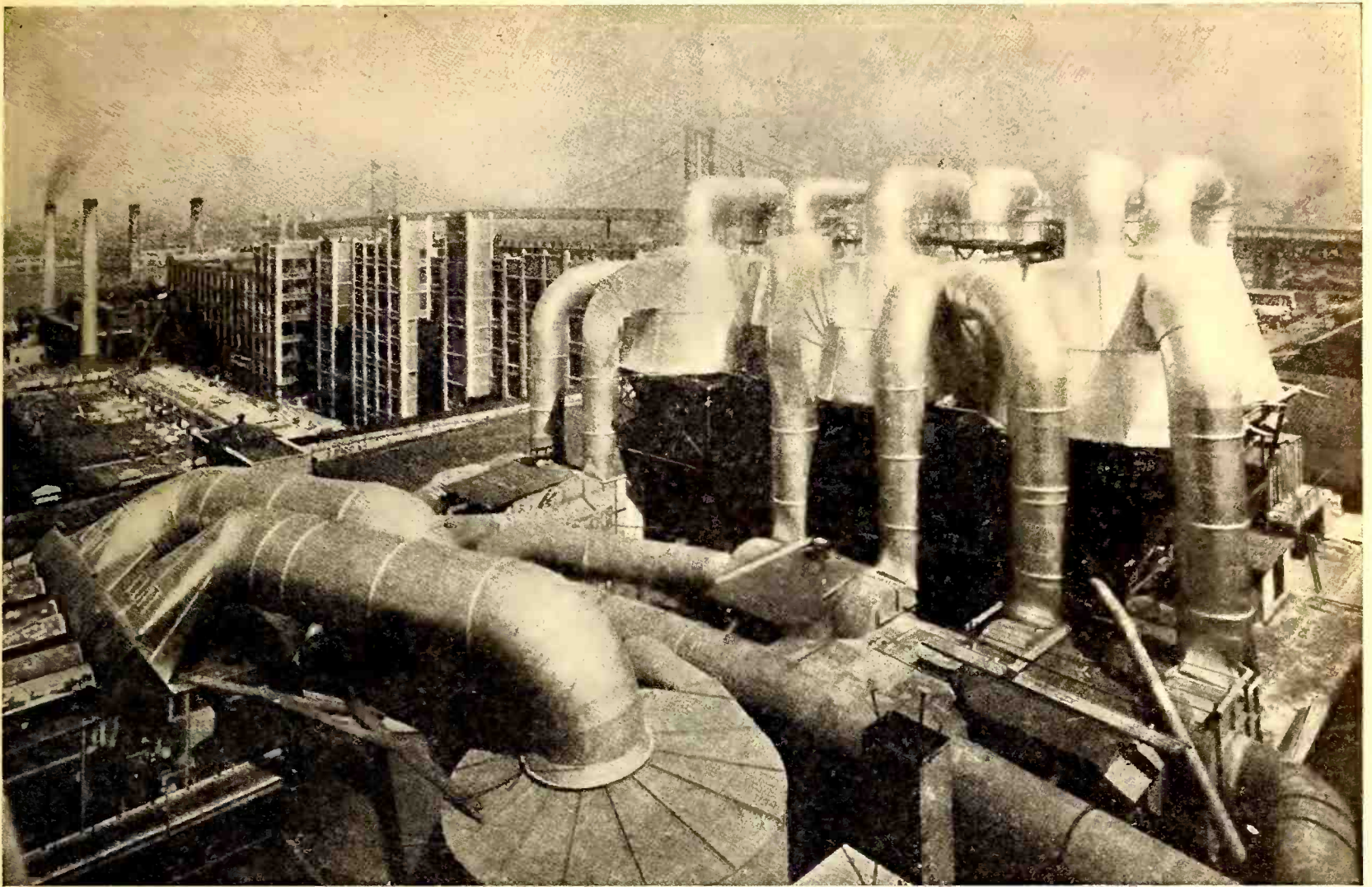
WCFL of the Chicago Federation of Labor this month went on a full time schedule by authority of the Federal Radio Commission. Heretofore it has operated until sunset on the Pacific Coast on the 970 kc. clear channel of KJR, Seattle, recently acquired by NBC. It is understood the full time grant was made after NBC officials had agreed to the arrangement.

KHJ, Los Angeles, installs a \$50,000 automatic telephone system which went into action early in October. Improvements over the old: relieves switchboard of inter-office calls and of all out-going calls.

KFWB, Hollywood, a year ago showed a \$12,000 deficit during the summer season. This year it is reported as having come out of the red and made a small margin of profit besides. Warner Bros., owners, imposed a 25 per cent salary cut early in the summer.

EIGHT Seattle broadcasters have donated time on the air for the opening drive of Seattle's Community Fund.

GOVERNOR "Alfalfa" Bill Murray, of Oklahoma, made his radio debut over CBS recently directly from the Jasper County Fair Grounds in Newton, Ia., Station WMT, Waterloo, Ia., handling the remote control relay to the network.



The meaning of “RADIO HEADQUARTERS”

THE activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has de-

veloped and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain “listener interest.”

Add to this the fact that the world’s greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertain-

ment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation’s schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, Inc.

ENGINEERING PRODUCTS DIVISION
Camden, N. J.



NEWS NOTES

From Foreign Lands

ALTHOUGH the British Broadcasting Corporation publishes its own radio program and other magazines, the London Evening Standard has instituted a complete radio department, publishing daily critiques and surveys of broadcast programs by Garry Allighan, radio authority. On Fridays there is a special section devoted to readers queries, technical problems, radio personalities, etc. The newspaper, in its own words, was prompted to inaugurate this new departure in British journalism because of the ever-increasing public interest in broadcasting. Of the 12,000,000 radio listeners estimated to be in the British Isles, 40 per cent are in and around London.

CZECHOSLOVAKIA's postal administration has addressed to all European states subscribing to the Prague wave allocation plan a proposal for a revision of that plan to meet the interference resulting from the 9-kilocycle separation between channels. It is proposed to call a new conference at Locarno to consider the possibility of widening this separation to 13 kilocycles.

WHEN the new broadcasting station at Trieste, Italy, was opened recently, a solemn procession journeyed from the town to Mount Triestineo, the hill on which the transmitter is built, and in the name of Italy, its King and its Duce, baptised the hill "Mount Radio."

ITALIAN broadcasting authorities have decided to retain lady announcers, after having announced several months ago that they would be dropped. The Danish radio system is also planning to try out lady announcers.

THE NEW transmitter now under construction in Berlin for the German Broadcasting Corporation's station at Leipzig will have a power of 150 kilowatts, according to a London report.

ENGLAND's counterpart of the Carnegie-Rockefeller foundation which established the National Advisory Council on Radio in Education, New York, is the United Kingdom Fund, established by Andrew Carnegie, which is financing experiments in adult education on the BBC system.

SECRET tests of the broadcasting possibilities on the channels around 7 meters will be conducted shortly by the British Broadcasting Corporation engineers. The BBC is having the Marconi company build a 1-kilowatt ultra-short wave transmitter, which may be located atop England's new Broadcasting House for the experiments.

AN ASSOCIATED Press dispatch from Berlin quotes Count George Arco, the German radio authority, as forecasting the reorganization of Europe's broadcasting system within five or ten years. He predicts that perhaps one station per nation, with powers ranging up to 10,000 kilowatts, will supply the continent's program services.

AS OF Aug. 31, there were 3,818,614 paid radio licenses in force in England, and in addition there were 25,488 free licenses issued to blind persons, according to E. A. Weir, radio service director of the Canadian National Railways at Montreal. British radio set owners pay the Postoffice Department an annual license fee amounting to about \$2.50, part of which goes to the support of the British Broadcasting Corporation.

FOR THE British Broadcasting Corporation, J. M. Duthie on Oct. 14 began a series of broadcast lessons in Scottish country dancing. Certain setting figures are issued to the public, and they are instructed via the microphone as to the movements they should follow. A similar series on modern ballroom dancing was conducted several years ago on the BBC system.

"FAMOUS faux pas" of history and contemporary life are being dramatized in a current series of broadcasts over the British Broadcasting Corporation system.

Honolulu Station Serves American Military Post

KGMB, Honolulu, using the slogan, "On the Beach at Waikiki," is now located on the sixth floor of the Stangenwald building in Honolulu, serving its population of more than 200,000.

Its present remote control system goes to Schofield Barracks, largest American regular military station, where it connects with the post public address system for program interchange. The military band sends music to KGMB's transmitter and, in turn, the station programs are available to the military post.

Other permanent remotes include one to the Moana hotel on Waikiki Beach for evening dance music; to the Young hotel, in downtown Honolulu, for their supper music and public banquets, and another to the Christian Science church for its regular lectures.

A. Henley, general manager, reports that the longest run of any single feature is the transcription of the Cecil and Sally feature which has been on KGMB a year and a half, or since the station was established. Its present sponsor is the Mutual Telephone Company, of Hawaii.

Local sponsors at present on regular schedule include: Universal Motors (automobiles); Honolulu Business college; Service Cold Storage (ice cream); Electric Shop (radio and refrigeration); Eastman Kodak Co. (photo supply); Willard Battery Co. (batteries); Rawley Ice Cream (dairy products).

McInerney, Ltd., gives a weekly style show program over KGMB; an educational program is furnished by the Chamber of Commerce and daily news and stock broadcasts are featured as sustaining studio features.

"KSTP Weekly" Growing

OBTAINING subscriptions by radio appeal to listeners, now that they have been deprived of adequate program listings in the St. Paul and Minneapolis newspapers, KSTP, St. Paul, announces that it is adding "by thousands" to the number of readers of its recently established "KSTP Weekly," a neatly printed four-page publication of programs and program notes. The subscription price is \$1 a year or five cents an issue.

Radio Education Expert Plans Information Aid

THE United States Office of Education hopes to become the repository of all information dealing with education by radio and will make this information readily available, according to Dr. C. M. Coon, newly appointed specialist in radio education of the office.

Plans now are being formulated for collection of this material, both from commercial stations and educational stations. Mr. Coon added that this new branch of research will be in the nature of an information service, and that the office is particularly interested in keeping the educational and governmental interests of the country posted on the importance of this new educational device. The material will be collected through conferences, public addresses, pamphlets, letters and articles in educational publications, and the daily press.

The division will assist also in setting up and evaluating broadcast programs of educational material on invitation of state departments of education.

WOW Protests Powers Granted WCAU, WHAM

FIRST objections to the Federal Radio Commission's recent high power grants came on October 10 in a petition filed with the Commission by George Sutton, attorney for WOWO, Fort Wayne. It carried a formal protest against the granting of 50 kw. to WCAU, Philadelphia, and 25 kw. to WHAM, Rochester. Such power increases, the petition avers, would do injury to WOWO on 1160 kc., since WCAU on 1170 kc. is only 725 miles away and WHAM on 1150 is only 510 miles away. The petition is not in the nature of an appeal, the official power grants not becoming effective until the Commission's legal division prepares the necessary grounds for decision.

Radio Weekly Thriving

RADIO DIAL, Cincinnati's radio program weekly, inaugurated when Cincinnati newspapers eliminated program listings, has reached a circulation of 35,000, according to Frederic W. Ziv, advertising counsel. The subscription rate is six months for \$1 and the newsstand price is five cents.

Six "Don'ts" Suggested For Speakers on Radio By Production Director

TO ENABLE radio speakers to become better acquainted with the peculiarities of the microphone, John Carlile, production director of the CBS, has compiled a list of six important "Don'ts." Here they are:

1. Don't take it for granted you can make a good radio talk without preparation. Every address by radio, if possible, should be preceded by a rehearsal.

2. Don't orate in the style usual to platform or pulpit. A discourse delivered in a conversational tone, and in such an intimate manner as one would use if he actually entered each of the million homes that may be attuned to the discourse, is much more effective than the one offered in the style of platform or pulpit address.

3. Don't speak from a manuscript that is clipped together. Bring your script with the pages loose. When you finish with a page let it drop to the floor. This eliminates the shuffling and rustling of the paper.

4. Don't clear your throat or cough near the microphone. Both sounds are borne to the radio audience as the growl or roar of some hitherto unheard mammoth of the jungle.

5. Don't hiss your sibilants. The "s" sound executed with the slightest whistle is disagreeable on the radio. Keep the tongue as far as possible from the roof of the mouth and the sibilant may be uttered softly.

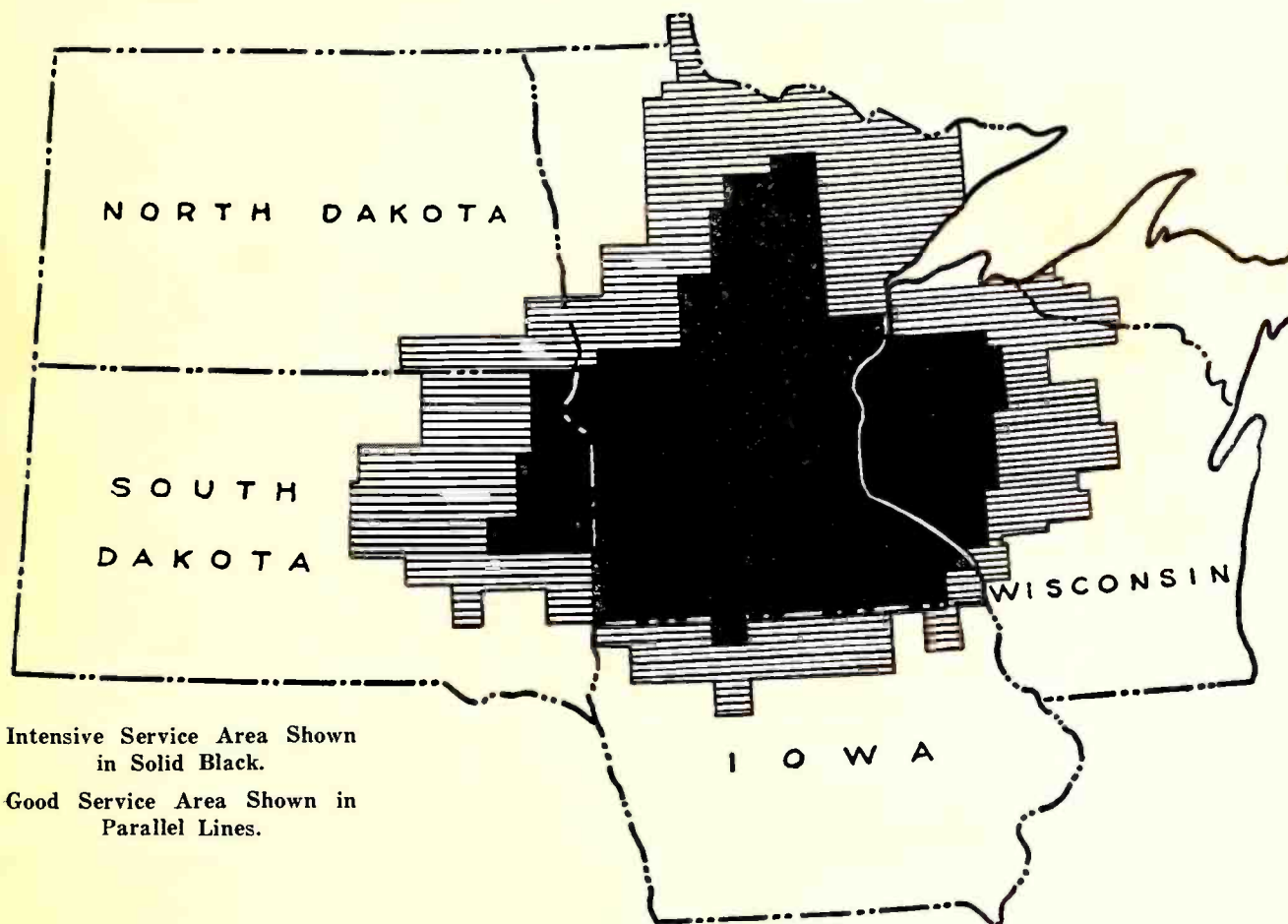
6. Don't guess at the number of minutes your speech will require. The speaker in each broadcast has a time allotment which, with the necessary announcements and perhaps some incidental music, should exactly fill the assigned period. The address should therefore be accurately timed by paragraphs and parts of paragraphs, in seconds.

California Newspapers Fight Radio Advertising

AFTER three months of discussions of various aspects of radio, including one proposal to acquire two radio stations for carrying non-commercial programs to combat "too much commercialism on the air," the California Daily Newspaper Association has appointed a radio committee. It consists of John F. D'Aue, Whittier News, chairman; Charles H. Prisk, Pasadena Star-News; E. A. Benson, Bakersfield Californian; Paul Leake, Woodland Democrat; and B. D. Lane, Santa Barbara News.

In the meantime, H. O. Davis, publisher of the Ventura Free Press, is circulating the press of the country with inflammatory literature designed to prove radio's monopoly but openly avowing its purpose of effecting the removal of advertising from the air in order to make room in the overcrowded ether for education, information, the public service, and to protect the country's publishers against unfair competition." The California publisher claims to have more than 500 newspapers enlisted in his campaign.

Cleared Channel -- 810 Kilocycles



\$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, Inc.

H. A. BELLOWS, Pres.

Offices: Nicollet Hotel, Minneapolis

E. H. GAMMONS, Vice Pres

General Saltzman Points With Pride

(Continued from Page 5)

many instances, he is powerless to remedy the service complained of because of the mandates of higher authority. In this respect he is not unlike the Federal Radio Commission as regards complaints submitted to it by broadcasters, applicants and the listening public. Sometimes the Commission, like the broadcaster, finds itself powerless to remedy the service complained of on account of the mandates of higher authority. The Commission must obey the orders of three powerful agencies, viz: the mandates of the Courts, the radio laws of Congress, and the radio laws of the Almighty, for the last-named authority has established a large number of natural laws for the control of this wonderful facility. It is possible that the mandates of the first two authorities may be amended or modified, but it is quite difficult to obtain an amendment to one of the radio laws of the Almighty.

AT TIMES, some of the radio industry look askance at some of the orders and actions of the Radio Commission. The Commission, like the broadcasters, must obey orders issued by Congress and the Courts. The Radio Act of 1927 is an unusually good law dealing in important fundamentals. In many cases when the Commission's action is criticised, a careful analysis will reveal that the action was not simply arbitrary or capricious, but rather a compliance with a mandate imposed on that body. As an example, General Order No. 102 (regarding quota allocations), which has been the subject of comment, will be found by a little study to be simply a miniature of an

amendment to the Radio Act approved March 28, 1928. The order simply expresses the law.

The Radio Commission labors for the ultimate good of radio. It invites cooperation and not lawsuits. Probably the biggest and most satisfactory job performed by that body is the new reallocation of frequencies used in commercial radio by ship, point-to-point, aviation and coastal stations, contained in General Order No. 119. This plan of world-wide scope, concerning the use of approximately 3,000 frequencies and involving many technical problems and affecting the interests of many individuals, companies and corporations, was brought about without a hearing or a lawsuit. Cooperation between broadcasters as an industry and the Commission is similarly desirable.

The Federal Radio Commission is naturally interested in all agencies or instrumentalities operating to advance or improve radio in this country. The Commission therefore welcomes the entrance of BROADCASTING into the national radio field. It extends its well wishes to this new publication and hopes that it may be a means for great good in the development and advancement of the art. An ideal trade journal is not only a forum wherein the problems of the art may be discussed but also an agency which assumes a responsibility for asserting a leadership in advancing the art or profession in which it is interested. With radio in its present developing age, BROADCASTING assumes a most interesting and important duty.

Farnsworth is Working on Television for Philco

IN A penthouse laboratory atop the plant of the Philadelphia Storage Battery Co., Philadelphia, manufacturers of Philco radios, Philo T. Farnsworth, young radio engineer of Salt Lake City and San Francisco, for the last few months has been conducting experiments with his new cathode ray system of television. Claims have been made for this system that it narrows the regulation frequency band for visual transmission from the regulation 100 kilocycles down to as low as 10 kilocycles and that, operating without mechanical parts, it builds up images of 40 to 400 lines.

The Philco makers are now the exclusive licensees of the Farnsworth system. Though James M. Skinner, president of the company, and W. E. Holland, chief engineer, say they have no definite plans made yet for the manufacture of receivers, they have applied to the Federal Radio Commission for authority to erect an experimental transmitter at the Philadelphia plant, asking for 1,500 watts and the 1,500-3,000 and 2,750-2,850 kc. bands.

Chicago Opera Program Scheduled 13 Saturdays

BEGINNING Nov. 7, the overture and first acts of 13 successive Saturday night operatic performances of the Chicago Civic Opera Company will be carried over the NBC-WJZ network as a sustaining feature under an arrangement completed between Herbert H. Witherpoon, director of the opera company, and M. H. Aylesworth, president of NBC.

The first world-famous opera company to broadcast directly from the stage, the Chicago Opera has gone on the air each season for the last six years. Each year has been marked by improved technique and equipment for the pickup of the performances. Two or three of the new parabolic reflector microphones will be used this year.

In the meantime, the Metropolitan Opera Company continues to be a holdout against radio. Though it has never gone on the air, Mr. Aylesworth recently declared at a Federal Radio Commission hearing that he was negotiating with Metropolitan officials and he believed the company's performance would soon be available to the radio audience also.

Danger Signals Ahead of Broadcasters

(Continued from Page 9)

The problem of how to meet the demands of North American countries outside of the United States for broadcasting facilities has yet to be solved. The Radio Commission's inexhaustible capacity for procrastination is a perpetual menace to the technical advance of the broadcasting art. The Davis Amendment and the mysterious form of higher mathematics known as the "Quota System" still obstruct the intelligent distribution of broadcasting facilities. These and many other questions will continue to perplex the broadcaster when he has nothing more serious to think about.

The immediate and vital issues of the next few months, however, may be summarized under the five specific dangers which have here been listed. If our broadcasting structure is to endure at all, Congress must keep its political hands off the allocation of broadcasting facilities. State law-makers must learn that legislation affecting radio is of necessity highly technical in character, and that it is a hundred to one that any proposed state bill on the subject will do more harm than good. Something must be done to reduce the cost of making or opposing applications under the Radio Act, if the indus-

try is not to devote most of its revenue to the support of the legal fraternity. The broadcasting industry is due for a thorough housecleaning in the matter of its commercial practices, particularly as to rate cutting and extra commissions, in order not to destroy the faith of those whose money supports it in the value of radio time. Finally, and in many ways most important of all, broadcasting must put its commercial programs into the bathtub and give them a first-class scrubbing.

Most of these things can be accomplished by intelligent concerted action on the part of the broadcasters themselves. None of these five dangers would loom large if the broadcasters themselves clearly recognized them and saw the importance of vigorous cooperation in meeting them. Which leads to the suggestion of a sixth and final danger: lack of unified effort on the part of the industry itself. On practically every important point the interests of the broadcasters, large or small, east or west, are essentially the same. If they can avoid Danger No. 6 by sane and energetic cooperation, they can put the other five perils back in the class with the hungry ogres who used to scare little boys and girls in the nursery.

RADIO'S SHOW WINDOW

During the Bi-centennial, the Nation's Capital will be host to an unprecedented influx of visitors. Already over 200 conventions are scheduled, including many groups that are potential users of sound equipment. Itineraries will include the National Radio Equipment Exhibition, in the National Press Building, where also is located the Federal Radio Commission. Visits from thousands of representatives of radio stations in this building are required each year. The exhibition management will arrange and conduct group and individual demonstrations to users and prospective buyers as a feature of its activity.

MANUFACTURERS of transmitting, sound-recording and reproduction equipment and producers of transcriptions will permanently display their products in the real radio mart of the United States. Washington is the Mecca of 5800 station owners and operators, the spenders of more than seventy-five million dollars in the next twelve months. The display is remote from the factory but directly in the path of the buyer.

Your exhibit will be unusually enhanced by surroundings of dignity and beauty, in settings typical of radiocraft, framed in pertinent motifs.

Especially constructed studio, audition and control rooms with the highest degree of acoustical treatment insure faithful demonstration of sound reproducing apparatus. Experienced managers guarantee impartial operation, explanation and demonstration.

Space diagrams, rates and full details on request.

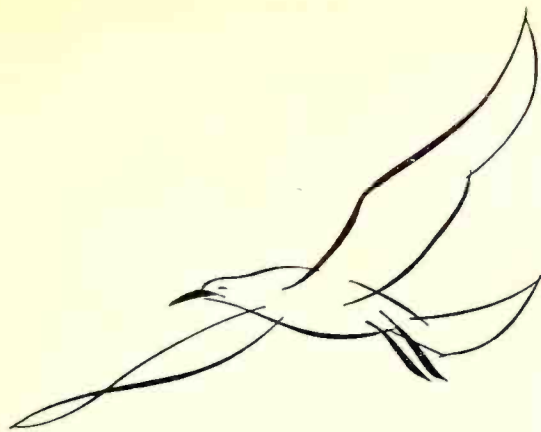
NATIONAL RADIO EQUIPMENT EXHIBITION

CARL H. BUTMAN, President

National Press Building

Washington, D. C.

BROADCASTING • October 15, 1931



"On a Stream of Ether Floating"

Comes an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depth of music as well as the heights, the overtones, the color. *✂ ✂ ✂* The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers by the World Broadcasting System, Inc., and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. *✂ ✂ ✂* Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies* who insist on the best which radio has to give. *✂ ✂ ✂* Listen to a World Broadcasting program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet: *SMART BROADCASTING*, 1932.



World Broadcasting System, Inc.

World Broadcasting Building, 50 W. 57th St., New York City

SOUND STUDIOS OF NEW YORK, INC. (Subsidiary World Broadcasting System, Inc.)
WESTERN ELECTRIC LICENSEE

179 King Street, West, Toronto
333 North Michigan Ave. Chicago

6-242 General Motors Building, Detroit
Baker Hotel, Dallas, Texas

Western Electric
NOISELESS RECORDING

* Chevrolet Motor Company
Vick Chemical Company
Drug, Inc.
Life Saver, Inc.
John H. Woodbury, Inc.
Maxwell House Coffee
Remington-Rand, Inc.

Power of I.C.C. to Rule on Rates

(Continued from page 12)

The defendants, it is declared, have not filed and published tariffs in compliance with the act, and they have not submitted their properties for valuation nor filed annual reports as the act is held to require. The NBC "has failed and refused to furnish facilities for sending complainant's messages at night although other persons are provided with facilities denied to complainant."

The complainant prays that its complaint be filed and served and that a hearing be held. After due investigation it requests that the commission "require defendants to cease the violation of law herein alleged and that reparation be awarded in such sum as may be determined upon proof adduced by complainant." The pleading was signed by Henry A. Giesler, president of the corporation.

Under Commission procedure the defendants have 20 days in which to file answers to the complaint, which was filed Oct. 1. Unless some question as to the commission's jurisdiction is raised by NBC or WGBB to cause delay, the hearing will be held before an examiner, probably in December. The hearing likely will be held in New York City since all parties are in that vicinity.

Commissioner Eastman expressed himself clearly on the very subject raised in the complaint when he testified on Jan. 9, 1930, before the Senate Interstate Commerce Committee in connection with the Couzens Bill for the creation of a federal commission on communications. He answered a series of written questions on the subject in his testimony.

EASTMAN EXPLAINS VIEW

REPLYING to the question as to whether there is now any power in the I. C. C. to regulate rates of stations or the chains and whether or not any complaints have been filed in such matters, Mr. Eastman said:

"My understanding of the words 'broadcasting stations' as they are used in this question is that they refer to radio stations which transmit spoken words or music by wireless electric impulses to all within effective range of those impulses who possess and use suitable receiving apparatus, and which do not transmit messages from a definite sender to a definite receiver. My understanding of the words 'so-called chains' is that they refer to broadcasting stations which are linked together by wire or otherwise so that they can be and are used to broadcast the same program at the same time. The question being so understood, I am of the opinion that there is now no power in the Interstate Commerce Commission to regulate rates of broadcasting stations or the so-called chains, for the reason that such stations or chains are not engaged in the transmission of intelligence by wire or wireless as common carriers for hire.

"I may say that is purely an *ex parte* expression of opinion. The matter has not come before the commission for formal determination, nor been argued before it.

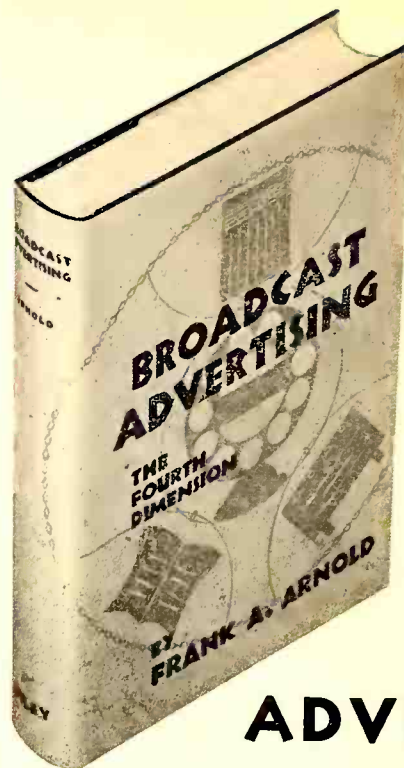
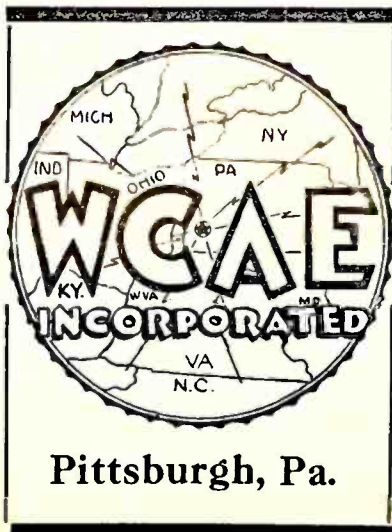
"No formal complaint has been filed with the Commission with respect to such rates. On Jan. 4, 1927, the Commission was asked in behalf of the C. K. MacAlpine Co., 50 Church Street, New York, N. Y., to institute a general investigation of the rates, rules, regulations, and practices of the National Broadcasting Co. (Inc.), and of other persons, firms, or corporations engaged in the interstate transmission of intelligence by radio. On February 12, 1927, the petitioner was advised that its request presented novel issues and further information was sought in order that the Commission might better determine whether a general investigation should be instituted and, if so, what its scope should be.

"Certain additional information was submitted, but upon its receipt the petitioner was advised that it was not deemed sufficient to warrant the Commission in instituting a general investigation, and that the proper course for it to pursue was to file a formal complaint setting forth the matters complained of in accordance with the Commission's rules of practice. No such formal complaint was thereafter filed. Nor have any informal complaints been received. There have been various queries with regard to jurisdiction and so on, but nothing I think which would be styled a formal complaint."

In reply to a second question, Mr. Eastman said he was of the opinion that the Commission "has no present power to deal with matters of discrimination in so far as broadcasters and chain stations are concerned."

Bid for Trade Show

CHICAGO, St. Louis and Atlantic City have entered bids for the 1932 spring trade show of the Radio Manufacturers Association. The selection of the place for the show is in the hands of a committee headed by B. G. Erskine, of Emporium, Pa. In the meantime, announcement has been made of the postponement of the Chicago Radio-Electric Show to January 18-24, 1932. It will be held in the Coliseum as a combination trade and public show.



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- obtaining radio circulation
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Director of Development of the
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"Broadcast Advertising, the Fourth Dimension, is a biography of the industry.

"It comprehends all of the essentials in the progress of its growth, with a fine discrimination in the narrative of facts, but very happily it is written with a grace which gives it a retaining charm.

"This book has quality of permanence, which makes it particularly valuable to all those who are concerned with radio broadcasting, from technicians to listeners.

"It is particularly fortunate that the author of this book has both of the high qualifications for writing it; that is, a living knowledge of his subject and the rare ability to hold the perspective of the reader.

"The place of broadcasting in the wide field of advertising should be better understood. This book goes a long way toward that end."

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The Only Book on the Subject Written for Advertising Men by an Advertising Man

"Broadcast Advertising" is written in entertaining narrative form. It deals with everything from the pioneering days of radio to an interesting discussion of its future. Obtaining radio circulation, planning programs and adapting them to subject and audience, re-selling the broadcast program, broadcasting as an aid to distribution, does broadcast advertising pay—these are only a few of the subjects discussed, which make the book invaluable for advertising agencies, advertising departments of industry and staffs of broadcasting stations and organizations.

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John Wiley and Sons, Inc., 440 Fourth Ave., New York.

Gentlemen:—Kindly send me a copy of "Broadcast Advertising" by F. A. Arnold. I agree to remit the price of the book (\$3.00) within five days after its receipt or return the book postpaid.

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ACTIONS OF THE FEDERAL RADIO COMMISSION

OCTOBER 1-13 INCLUSIVE

Applications . . .

OCTOBER 1

WOAX, Trenton, N. J.—Modification of CP granted June 24, 1931, authorizing change of equipment, to ask for extension of completion date to December 1, 1931.

WFIW, Hopkinsville, Ky.—Modification of CP granted August 12, 1931, to move transmitter locally and make changes in authorized equipment.

KGVO, Missoula, Mont.—Modification of license to change hours of operation from 10 a. m.-6 p. m. to 9 a. m.-9 p. m. daily.

KFJR, Portland, Ore.—Voluntary assignment of license to Ashley C. Dixon-KFJR, Inc.

OCTOBER 2

WMBO, Auburn, N. Y.—Voluntary assignment of license to WMBO, Inc.

WSAR, Fall River, Mass.—License to cover CP granted July 25, 1931, for changes in equipment.

WHAS, Louisville, Ky.—License to cover CP granted July 14, 1931, for changes in equipment.

KGFF, Shawnee, Okla.—CP to install new transmitter.

NEW, Jacksonville, Fla.—Irene Reynolds, for CP to erect new station on 1200 KC. 100 w, unlimited time.

OCTOBER 3

WNBO, Silver Haven, Pa.—Authority to install automatic frequency control.

WEEU, Reading, Pa.—Modification of CP granted June 12, 1931, for a new station, as to equipment, and to move transmitter slight; also extend completion date of CP.

KOIL, Council Bluffs, Ia.—Authority for direct measurement of antenna input.

OCTOBER 5

WJR, Detroit, Mich.—CP to make changes in equipment and increase power from 5 to 10 kw.

NEW, Montgomery, Ala.—O. H. Stephens, trustee as the Voice of Montgomery, for CP to erect station to use 1500 kc., 100 w., D, share with KGKB.

WFDV, Rome, Ga.—Modification of license to change frequency from 1310 to 1500 kc. and hours of operation from D to unlimited.

WHBF, Rock Island, Ill.—CP to move station locally. KMPC, Beverly Hills, Cal.—Modification of CP granted June 17, 1931, to change equipment authorized and extend commencement and completion dates.

KGEW, Fort Morgan, Colo.—CP to make changes in equipment.

OCTOBER 6

WHDL, Tupper Lake, N. Y.—Amended application for CP to move station locally instead of to Lake Placid, N. Y. Also amended as to equipment. (Original application requested change in frequency to 1220 kc.).

KFLX, Galveston, Tex.—License to cover CP granted June 17, 1931, for changes in equipment.

KGU, Honolulu—Modification of license requesting 750 kc., 2 kw., full time, experimentally, and changes in equipment.

OCTOBER 8

NEW, The Evening News Association, Detroit—New CP for experimental television station, 43000-46000, 2750-2850, 2850-2950, kc., 1 kw.

WJR, Detroit—Amendment to CP for new experimental television station, 42000-46000, 48500-50300 and 60000-80000 kc., 200 w.

OCTOBER 9

WEBR, Buffalo, N. Y.—Modification of license for authority to use old equipment as auxiliary.

WGBS, New York City—Requests voluntary assignment of license and CP from General Broadcasting System, Inc., to American Radio News Corporation (William Randolph Hearst subsidiary).

WIBG, Elkins Park, Pa.—Requests voluntary assignment of license from St. Paul's P. E. Church to WIBG, Inc.

NEW, Dr. George W. Young, Minneapolis, Minn.—New CP for experimental television station, 2000-2100 kc., 500 w.

W1XAK, Chicopee Falls, Mass.—Renewal of special experimental license 990 kc., 50 kw.

OCTOBER 12

NEW, Owosso, Mich.—Floyd E. Blough, Don G. Morrison, Gilbert L. Davis, and Paul L. Blunt, doing business as Owosso Broadcasting Co. CP for new station to use 830 kc., 1 kw., D.

NEW, McComb, Miss.—A. L. Klotz, Noel Reaben. CP amended to request 1420 kc. instead of 1370 kc.

WOSC, Charleston, S. C.—Modification of license to change power from 500 w. to 1 kw.

KTSL, Laurel, Miss.—Modification of license to change hours of operation from sharing with KRMD to D.

Decisions . . .

OCTOBER 1

APPLICATIONS for 50 kw. granted to following: WOR, Newark; WCAU, Philadelphia; WSB, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHO-WOC, Des Moines; Davenport; KOA, Denver; KSL, Salt Lake City; KPO, San Francisco.

POWER of 25 kw. granted to following: WHAM, Rochester; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa; KFAB, Lincoln, Neb.

APPLICATIONS for 50 kw. denied WJZ, New York; WHAM, Rochester; WBZA-WBZ, Boston-Springfield; WWJ, Detroit; WHAS, Louisville; WFBM, Indianapolis; WAPI, Birmingham; WBT, Charlotte; KVOO, Tulsa; WREC, Memphis; WMAQ, Chicago; WGN, Chicago; WBBM, Chicago; KGO, Oakland, Cal.

WCFL, Chicago—Denied application for 50 kw. and change of frequency to 720 kc.

WTMJ, Milwaukee—Denied application for 50 kw. and change of frequency to 870 kc.

WOWO, Fort Wayne—Denied application for power increase to 25 kw. and increased hours of operation from time-sharing with WWVA, Wheeling, W. Va., to full time.

WIS, Columbia, S. C.—Application to change equipment and increase day power on 1010 kc. returned at request of applicant.

WRBJ, Hattiesburg, Miss.—Application for CP to move station locally, install new equipment and operate unlimited time on 1370 kc. returned to applicant. Not considered necessary.

NEW, Cartersville, Mo.—Ozark Radio Corp. denied right to amend application in case already heard by Examiner.

OCTOBER 2

WFOX, Brooklyn, N. Y.—Granted CP to move transmitter locally.

WNBR-WGBC, Memphis, Tenn.—Granted CP to move transmitter locally.

WBOW, Terre Haute, Ind.—Granted CP to move transmitter locally.

KSEI, Pocatello, Idaho—Granted CP to make changes in equipment and install automatic frequency control.

WSAZ, Huntington, W. Va.—Granted authority for direct measurement of antenna input.

WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date to October 15, 1931.

WOCL, Jamestown, N. Y.—Granted license covering installation of new equipment, increase in power and moving of main studio locally.

WAGM, Presque Isle, Me.—Granted modification of CP to approve location of transmitter and to change equipment authorized in CP.

KSMR, Santa Maria, Cal.—Granted modification of CP to extend commencement date from June 15 to September 15, and extend completion date to December 15, 1931.

WJBY, Red Bank, N. J.—Granted license covering changes in equipment.

KCHI, Little Rock, Ark.—Granted license covering changes in equipment.

WCAJ, Lincoln, Neb.—Granted license covering changes in equipment.

KTSA, San Antonio, Tex.—Granted modification of license to increase day power from 2 kw. to 2½ kw.

WMAZ, Macon, Ga.—Granted consent to voluntary assignment of license to Southeastern Broadcasting Co., Inc.

KREG, Santa Ana, Cal.—Granted consent to voluntary assignment of license to J. S. Edwards.

WPRO, Providence, R. I.—Granted permission to extend authority to remain silent from September 30 to October 15th.

KGBU, Ketchikan, Alaska—Granted authority to operate at reduced power.

NEW, John E. V. Jasper, Sherman, Tex.—Hearing ordered on request for CP 1500 kc., 50 w., share with KGKB; also to use portable to test location.

WKBV, Connorsville, Ind.—Hearing ordered on request for consent to assign license voluntarily to Indiana Broadcasting Corp.

NEW, United Radio Utilities Co., Ltd., Los Angeles—Hearing ordered on request for CP for visual broadcasting.

NEW, Knickerbocker Broadcasting Co., Inc., New York City—Hearing ordered on request for CP for visual broadcasting.

W9XD, The Journal Co., Milwaukee, Wis.—Hearing ordered on request for CP for television service.

C. L. and P. E. Morris, G. E. and O. W. Wray, Almena, Kans. (Examiner's Report No. 195)—Denied CP for new station to operate on 1420 kc. 100 w. daytime, sustaining Examiner Pratt.

GLOSSARY

CP—Construction permit.

LP—Limited power.

LS—Power until local sunset.

LT—Limited time.

KC—Kilocycles.

KW—Kilowatts.

D—Daytime.

W—Watts.

GILLETTE STANFORD, Chico, Cal. (Examiner's Report No. 199).—Denied CP for new station to operate on 1500 kc., 100 w. daytime, sustaining Examiner Walker.

KTSL, Shreveport, La. (Examiner's Report No. 209).—Granted CP to move transmitter and studio to Laurel, Miss., but denied as to increase in hours of operation, sustaining Examiner Yost. KRMD, Shreveport, granted renewal of license 1310 kc. 50 w., share with KTSL, sustaining Examiner Yost.

INDIANA'S COMMUNITY BROADCASTING CORP., Hartford City, Ind. (Examiner's Report No. 209).—Denied CP for new station to operate on 600 kc. 500 w. unlimited time, sustaining Examiner Walker.

OWOSSO BROADCASTING CO., INC., Owosso, Mich. (Examiner's Report No. 211).—Denied by default CP for new station to operate on 950 kc. 1 kw., unlimited time, sustaining Examiner Post.

WINTERS JONES & HUGH H. JONES, Baltimore, Md. (Examiner's Report No. 212).—Denied CP for new station to operate on 880 kc. 250 w., daylight hours, sustaining Examiner Hyde.

OHIO BROADCASTING CORPORATION, Canton, O. (Examiner's Report No. 213).—Denied CP for new station to operate on 1200 kc. 100 w., unlimited time, except to share with WNBO Sundays, sustaining Examiner Walker.

WBCM, Bay City, Mich. (Examiner's Report No. 224).—Denied modification of license to change frequency from 1410 to 940 kc. sustaining Examiner Hyde.

WDRC, Hartford, Conn. (Examiner's Report No. 226).—Denied modification of license to increase power from 500 w. to 1 kw., sustaining Examiner Hyde.

WILLIAM J. HAYES, Portsmouth, O. (Examiner's Report No. 227).—Denied CP for new station on 1310 kc., 100 w., unlimited time, sustaining Examiner Hyde.

HOWARD B. HOEL and CHAS. M. DEAN, Norwood, O. (Examiner's Report No. 228).—Denied CP for new station on 1420 kc., 100 w., unlimited time, sustaining Examiner Hyde.

KFFA, Greeley, Colo.; KPOF, Denver, Colo., and KYW-KFKX, Chicago.—Set for hearing because their facilities have been applied for.

NEW, J. G. Burbank and J. A. Dalton, Laramie, Wyo.—CP 880 kc. 500 w. LS, to share with KPOF and KFFA, dismissed at request of applicant.

WRDO, Lewiston, Me.—Modification of CP to change location of transmitter, dismissed at request of applicant.

NEW, Missouri Broadcasting Co., St. Louis, Mo.—CP 2200-2299 kc., 500 w., visual broadcasting, dismissed at request of applicant.

NEW, Monumental Radio, Inc., Baltimore, Md.—CP 2000-2100 kc., 500 w., unlimited time, visual broadcasting, dismissed at request of applicant.

WFBG, Altoona, Pa.—Denied CP 1310 kc., 100 w., 250 w. LS, because applicant failed to make appearance within time allowed.

NEW, L. I. and E. T. Hall, Canton, N. C.—Denied CP 1310 kc., 50 w., because applicant failed to make appearance within time allowed.

NEW, John Wilbur Jones, Newburg, N. Y.—Denied CP 1390 kc., 100 w., because applicant failed to make appearance within time allowed.

NEW, Berkshire Broadcasting Service, Pittsfield, Mass.—Denied CP 1310 kc., 100 w., because applicant failed to make appearance within time allowed.

OCTOBER 6

WFDV, Rome, Ga.—Granted voluntary assignment of license to Rome Broadcasting Corp.

WJAK, Marion, Ind.—Granted voluntary assignment of license to The Truth Publishing Co., Inc.

WJAK, Marion, Ind.—Granted CP to move studio and transmitter from Marion to Elkhart, Ind., and install new equipment.

WPRO, Providence, R. I.—Granted CP to make changes in equipment and move studio locally.

WJBK, Detroit, Mich.—Granted CP to increase equipment to 100 watts power; hearing on increase in operating power will be held; simultaneous night operation with WIBM denied. Granted modification of license to change hours of operation from sharing with WIBM to sharing night hours with WIBM and simultaneous day operation with WIBM.

WCOA, Pensacola, Fla.—Granted modification of CP to extend completion date to February 1, 1932, and commencement date from September 1, 1931 to January 1, 1932.

KIT, Yakima, Wash.—Granted modification of CP to extend commencement and completion dates on CP from July 1 to November 1, 1931, and October 1 to December 31, 1931, respectively.

WIBM, Jackson, Mich.—Granted modification of license to increase hours of operation from sharing with WJBK to simultaneously daytime operation and sharing at night with WJBK.

KLPM, Minot, N. Dak.—Granted license covering change of frequency, increase in power and changes in hours of operation—1240 kc., 250 w., half time.

KQW, San Jose, Cal.—Granted license covering removal of studio and transmitter locally, and installation of new equipment—1010 kc., 500 w.

KWCR, Cedar Rapids, Iowa.—Hearing ordered on request for voluntary assignment of license to Cedar Rapids Broadcast Company and on request for modification

of license to change hours of operation from sharing with KFJY and KFGQ to sharing with KFGQ only.
WIBG, Elkins Park, Pa.—Default entry of August 6, 1931, rescinded and application for hearing on renewal of license set for October 20, 1931.
KTAB, San Francisco, Cal.—Application for renewal of license on 560 kc., 1 kw., set for hearing because information being broadcast over KTAB alleged not in public interest.
WCBA, Allentown, Pa.—Set for hearing on complaint of certain individuals who charge station is being operated for personal interest of private individuals.
KTNT, Muscatine, Iowa—Denied voluntary assignment of license to Progressive Publishing Company.
NEW, John Wilbur Jones, Newburg, N. Y.—Application for facilities of following stations dismissed from hearing docket in view of Commission's denial on October 2 of application because of failure to file appearance: WCOH, Yonkers, N. Y.; WMRJ, Jamaica, N. Y., and WGBB, Freeport, N. Y.

OCTOBER 9

KKL, Portland, Ore.—Granted CP to install new transmitter.
WBHS, Huntsville, Ala.—Granted modification of CP to extend completion date to March 3, 1932.
WEEL, Boston, Mass.—Granted authority to measure power of station by direct measurement of antenna input.
WEAN, Providence, R. I.—Granted authority to measure power of station by direct measurement of antenna input.
WKJC, Lancaster, Pa.—Granted consent to voluntary assignment of license to Lancaster Broadcasting Service, Inc.
WSAR, Fall River, Mass.—Granted license covering changes in equipment. 1450 kc., 250 w., unlimited time.
WHAS, Louisville, Ky.—Granted license covering changes in equipment; 820 kc., 10 kw., unlimited time.
WGST, Atlanta, Ga.—Granted license covering changes in equipment and moving of transmitter locally; 890 kc., 250 w., 500 w., LS, unlimited time.
WTAD, Quincy, Ill.—Granted modification of license to change name to Illinois Broadcasting Corporation.
WCAX, Burlington, Vt.—Granted extension of completion date of CP to November 7, 1931.
KWCR, Cedar Rapids, Ia.—Granted voluntary assignment of license to Cedar Rapids Broadcast Company. (This application was designated for hearing on October 6th, reconsidered and granted).
NEW, Boston-Herald Traveler, Corp., Boston, Mass.—CP 1500 kc., 100 w., unlimited time, designated for hearing.
NEW, R. H. McNeeley, Louis Brown and E. M. Pace, D/B as WNAT Broadcasting Co., Natchez, Miss.—CP 1310 kc., 100 watts, share with KRMD, designated for hearing.
WTAD, Quincy, Ill.—CP to move transmitter and studio to St. Louis, Ill., designated for hearing.
KFXX, Oklahoma City, Okla.—Renewal of license set for hearing.
WMT, Waterloo, Ia.—Modification of license, 600 kc., 500 w., unlimited time, dismissed at own request.
WGBS, New York City—Modification of license, 930 kc., 250 w. Hours not used by WAAT on 940 kc., dismissed at own request.
NEW, Hochschild, Kohn & Co., Inc., Baltimore.—CP 2850-2950 kc., 500 watts, unlimited time, dismissed at own request.
WGR, Buffalo, N. Y.—Motion to terminate authority to use additional experimental power in re WKRC, Inc., Cincinnati, dismissed at own request.
NEW, Traveler Mfg. Corp. of Ill., St. Louis, Mo.—Denied television CP 2300-2500, 1750-2000 kc., 500 w., by default.
NEW, Crosley Radio Corp., Cincinnati, O.—Denied television CP 2100-2200 kc., 1 kw., by default.
NEW, Easton Coal Co., Inc., New York City—Denied television CP 2750-2850, 43000-46000 kc., 500 w., by default.
NEW, National Co., Inc., Malden, Mass.—Denied television CP 2100-2200 kc., 150 watts, by default.
NEW, Memphis Commercial Appeal, Inc., Bartlett, Tenn.—Denied television CP 2850-2950, 4300-4600 kc., 250 w., by default.
NEW, WMAQ, Inc., Addison Township, Ill.—Denied CP 5900 or 6040 kc., 500 watts, by default.
WIL, St. Louis, Mo. (Examiner's Report No. 221)—Denied modification of license requesting unlimited time instead of time-sharing with WMAY and KFWF, reversing Examiner Pratt.
WCLO, Janesville, Wis. (Examiner's Report 230)—Denied CP to increase power to 100 watts, 250 w. LS, sustaining Examiner Hyde.
KGFV, Kearney, Neb. (Examiner's Report 234)—Granted CP to move station from Ravenna to Kearney, Neb., and change apparatus to secure 100% modulation, sustaining Examiner Hyde.
WIAS, Ottumwa, Ia.—Granted extension of time to November 22, in which to file depositions in hearing November 30.
WNBR, Memphis, Tenn.—Denied motion of stations WREC, WMC and WMBQ, Memphis, to reconsider the removal of WNBR's transmitter.
KWKH, Shreveport, La.—Renewal of license heretofore set for hearing because station failed to file time-sharing agreement, cancelled, and regular license issued because station has complied with regulations.
WWL, New Orleans, La.—Renewal of license application heretofore set for hearing because station failed to file time-sharing agreement in accordance with G. O. 105, cancelled, and regular license issued. Station has now complied with the G. O.

OCTOBER 13

KFJY, Fort Dodge, Iowa—Ordered to file application for renewal of license on or before Oct. 28, pursuant to terms of General Order 114.
NEW, Alexandria, La.—Application of W. H. Allen, Eugene Levy & S. B. Pearce, doing business as W. H. Allen & Co., for CP 1210 kc., 50 w., D, designated for hearing.
KRMD, Shreveport, La.—Application for CP to change equipment and to increase power from 50 w. to 100 w., and for modification of license to increase hours of operation from sharing with KTSL to part time without division, designated for hearing.

WBEN, Buffalo, N. Y.—Granted consent to voluntarily assign license from Buffalo Evening News to WBEN, Inc.
KFWB, Hollywood, Calif.—Granted authority to make direct measurement of antenna input.
KTHS, Hot Springs, Ark.—Granted special authorization to change frequency from 1040 kc. to 970 kc. only on Saturday afternoons during football season, Thanksgiving afternoon before 6 p.m. and for the Atwater Kent audition Oct. 31, 1 to 4 p.m.
KGIX, Las Vegas, Nev.—Granted permission to remain off air until Nov. 1 to finish work on transmitter and to make tests.
WOL, Washington—Granted permission to intervene in CBS-Washington booster hearing Oct. 19. Station, however, will not be permitted to introduce evidence on its own petition for increased power and a new frequency.
WIL, St. Louis—Motion to protest granting of CP to KFWF, St. Louis to remove transmitter locally and asking that Commission rescind its action of Sept. 18 to that effect, denied, on ground that Commission already has decided that KFWF should remain upon air, sharing with WIL.
KGFJ, Little Rock, Ark.—Granted temporary license subject to Commission's decision as result of an investigation now being made with respect to the station, its equipment and operation.
NEW, Hartford, Ind.—Application of Indiana's Community Broadcasting Corp., for new television station on 2750-2850 kc, previously defaulted, ordered redesignated for hearing on Nov. 3. CP requests 50 watts and two hours operation daily.

Examiner's Reports . . .

APPLICATION of WMAK, Buffalo, N. Y., for renewal of license on 1040 kc., 1 kw., LT, recommend for denial by Examiner Walker. (Docket 1278, Report 258). Hearing was held September 4, but station had failed to file written appearance of desire to be heard as required by regulations. Held also that no substantial showing of service made and that station has failed to comply with General Order 111. Denial of the application would result in a reduction in the present over-quota condition of New York, Examiner Walker held.
APPLICATION of John W. Lieualen, Moscow, Idaho, for new station on 1420 kc. with 100 w., daylight operation (Docket 1267, Report 256), recommended for denial by Examiner Walker, because of default.
APPLICATION of Symons Broadcasting Co., Spokane, Wash. (KFPY), for modification of license to change frequency from 1340 to 1220 kc. (Docket 1283, Report 257), recommended for denial by Examiner Walker, because of default.

Latin American Radio

LIKE their North American confreres, practically all the radio stations in South America, with the exception of those that are government-owned, carry broadcast advertising, according to Trade Information Bulletin No. 771 ("Broadcast Advertising in Latin America," Government Printing Office, Washington, 10 cents) compiled by E. D. Schutrumpf of the Specialties Division, Department of Commerce, from the reports of American representatives in Latin America. Rates vary as widely as they do in this country, the bulletin reveals, but radio advertising is gaining as more receiving sets are sold.

Washington Visitors *

- Carl Meyers, WGN, Chicago.
- Ralph Alass, WJKS, Gary, Ind., and WLAP, Louisville.
- Alfred J. McCosker, WOR, Newark.
- John V. L. Hogan, Consulting Engineer, New York City.
- George W. Robinson, WIBR, Steubenville, Ohio.
- Levering Tyson, National Advisory Council on Radio in Education.
- Earl F. May, KMA, Shenandoah, Ia.
- E. B. Fish, KGRS, Amarillo, Tex.
- George A. Mahone, Attorney, Baltimore, (formerly WFBR).
- John Elmer, WCBM, Baltimore.
- George Roeder, WCBM, Baltimore.
- Walter C. Evans, Pittsburgh, (KDKA, WBZ-WBZA, KYW).
- Franklin Ford, WHAP, New York City.
- William L. Foss, WCSH, Portland, Me.
- Dr. R. A. Forrest, WTFI, Toccoa, Ga.
- S. H. Evans, Ventura Free Press, Ventura, Cal.
- W. Emery Lancaster, WTAD, Quincy, Ill.
- Norman Baker, Muscatine, Ia.
- W. G. Brown, Lamar, Colo. (New station hearing).
- Harry D. Lee, Lamar, Colo. (New station hearing).
- Rev. S. H. Patterson, Denver. (New station hearing).
- U. S. Senator J. Hamilton Lewis, Illinois.

*A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, October 1-13.

How Jack Frost Changed

(Continued from page 11)

spirit of a rollicking Overture of old Hungary, as Mr. Ormandy brings us "The Hungarian Lustspiel Overture," by Keler Bela.
4. HUNGARIAN LUSTSPEIL OVERTURE ----- K. Bela Orchestra
Tonight Lucien Schmidt, our artist of the cello, leaves his accustomed place in the orchestra to play for us his interpretation of "Fond Recollections," by Popper.
5. Fond Recollections ----- D. Popper Cello Solo—L. Schmidt
Havrilla—To the angler, there's a great satisfaction in landing a twelve-inch trout. To the ball player, there's a greater satisfaction in knocking a home run with the bases full, and, of course, to the golfer, there's a supreme satisfaction in making a hole in one. Whatever your sport may be, there is a satisfaction in topping the field. Some of us can do it one day, and some can do it constantly. In the latter class we find the champions. They are champions because they know how, and "knowing how" is the secret of success in any endeavor.

The National Sugar Refining Company of New Jersey Knows how to refine sugar. Its three great plants are manned by expert chemists and analysts who know how to transform raw sugar into the Quality products that are packaged and sealed under the Jack Frost name. Jack Frost sugars are rigidly tested ninety-eight times daily, for quality and purity. When next you buy sugar, ask for it by name, "Jack Frost."
For your iced drinks, fruits and cereals, we suggest Jack Frost Fruit Powdered Sugar. It dissolves instantly. It melts into fresh fruits and berries, developing their luscious flavors to the full. This especially prepared sugar is really a triumph of refining. Finer than the finest granulated, this brilliant free-running sugar is almost like smooth powdered sugar. It is the only Jack Frost sugar in a light blue box. Try it. Ask your grocer for JACK FROST FRUIT POWDERED SUGAR. Like all other Jack Frost Sugars, it is 100% pure cane — the quality sugar of America.

The Melody Moments will continue in just a minute. (Station Break).
We resume the Jack Frost Sugar Melody Moments with a new fox-trot called "Up and Down the Hill."
6. UP AND DOWN THE HILL ----- Williams Fox-Trot—Orchestra
Children often get cross in the heat of the good old summer-time. Oliver Smith has a very soothing song for children of all ages. It's called "Baby Ballad," by John Kessler.

7. BABY BALLAD ----- J. Kessler Solo—Oliver Smith
Florenz Ziegfeld has done it again. After an absence of four years he has produced another of his famous "Ziegfeld Follies." The Follies of 1931 is more gorgeous and elaborate than any he has shown heretofore. Besides beautifully glorified girls, his show includes some fine music. Here's the big dance hit called "Do the New York."
8. DO THE NEW YORK ----- Oakland Fox-Trot—Orchestra
Just for the sake of contrast let us go back a few years to the Ziegfeld Follies of other days. The time is 1919. The Follies are about to start as the Orchestra plays a medley of the hit tunes.
9. SELECTIONS FROM FOLLIES OF 1919 ----- Buck and Stamper Orchestra—Vocal "TULIP TIME IN HOLLAND"

10. (THEME)
As the lights on the marquee over the theatre grow dim, and the first nighters wend their merry way homeward, Little Jack Frost wants to whisper a sweet secret to you. When next you order sugar think of him—"Jack Frost." Your grocer has it in all its varieties. Buy it from him and enjoy the utmost in sugar refinement. Jack Frost Sugars are distinctive in every way. They are PROPERLY REFINED AND PROPERLY PACKED IN SANITARY SEALED CARTONS, untouched by human hands. There is a kind for every purpose. Each is 100% pure cane sugar—the Quality Sugar of America.
Your announcer is Alois Havrilla, bidding you "Good night."

Policing the Ether

HOW Uncle Sam polices the wave lengths is described in the new booklet "Radio Activities of the Department of Commerce," published by the Government Printing Office, 10 cents. Containing a resume of the work of the Radio Division, the Bureau of Standards, the Bureau of Lighthouses and all Department of Commerce agencies having to do with radio, the booklet also for the first time gives a detailed description of the new Grand Island, Neb., monitoring station. Twenty years of Federal radio regulation are covered, dating back to the creation of the Division in 1911.

Log Changes Available

MONTHLY changes in the official log of broadcasting stations as published February 2, 1931, have been issued by the Federal Radio Commission. A dozen stations are changed either as to call letters, assignments or ownerships. The Commission also has issued a new list of police radio stations. These may be procured by writing the secretary of the Commission.

Tieup for Good Will Found Effective

(Continued from page 11)

program sponsor, to say nothing of the important interest created in the mind of the merchant himself.

This new method of constructing continuities has seemed to be of considerable interest to people engaged in advertising and radio work generally. We have heard many comments about its being courageous and sensational and all that. Neither before the step was taken nor since have we considered it to be anything except the normal thing to do. It was normal for the present time; I don't know that it would have been especially beneficial two years ago. Perhaps it would not be the right procedure for every product, but it was the right thing for the product of the National Sugar Refining Company of New Jersey at this particular time.

Every radio campaign naturally has to be measured in the terms of the desired result. In the case of Jack Frost Sugar, radio is but an approximately 30 per cent portion of the advertising appropriation. I would not give a nickel for an advertising campaign which lacked newspaper support. In this particular case of Jack Frost, I feel so strongly on this, that we spend more than twice as much in newspaper advertising as we do on the radio. Furthermore, we do not believe we would be spending half as much in the newspapers as we presently are, if we were not on the radio. That is why it galls me sometimes to hear newspaper solicitors say that radio is taking money out of their pockets. That is certainly not the fact in connection with Jack Frost, and I doubt whether it is in the case of any large advertisers.

RADIO HELPS NEWSPAPERS

THERE probably are exceptions to all general statements, but I do not believe there exist many cases where radio has been hurtful to newspaper revenues. I believe that if the information could be secured; that is, if advertisers by and large were willing to tell, it would be found that radio has increased newspaper revenues as well as circulation. I heard one time of a New York retailer who found radio such a productive investment that he greatly increased his newspaper advertising so that his competitors would not find it out. However, we are not dealing in cynical instances, but I do not believe newspapers have any need to worry about radio.

Both newspaper and radio advertising are extremely valuable, and, anyhow, most commercial radio programs are sponsored by successful businesses, and busi-

nesses do not remain successful by indulging notions. Whatever they do in an advertising way has to prove resultful over any reasonable period of time, and I cannot imagine any advertisers chiselling such a fundamental as newspapers.

The real fact is, as most advertisers and advertising men have found out by experience, that newspaper campaigns and radio campaigns bear a complementary relation to each other. The proportion of advertising, one to the other, that this relationship must bear, must be determined separately in each case. As I have stated, in the instance of the Jack Frost Sugars, the proportion is roughly two to one; that is two-thirds newspaper advertising and one-third radio. This has been extremely resultful for our client. We have only good words to speak both for newspaper advertising and radio advertising, and there is no reason why they should quarrel with each other. They can help each other a lot and will be well-advised to do so.

New Program Papers

TWO more radio program publications have made their appearance on the Pacific coast, where such periodicals are reported to be almost as numerous as stations. One is the "Radio Flash," sold as a 5-cent weekly in Hollywood, and the other is the "Radiogram Weekly," which sells for 10 cents in Los Angeles. In the meantime, both the "Northwest Radio Weekly" of Seattle and "The Microphone" of Vancouver have been discontinued.

PROMINENT dentists are appearing before the microphone of WBBM, Chicago, this month in a sustaining series known as the "Radio Dental Clinic."

THE BUREAU of Broadcasting, Inc., Chicago, has appointed Carlyle Emery manager of its St. Louis office. Mr. Emery formerly was president of the Emery Advertising Co., St. Louis.

KELW

Los Angeles

"The West's
Most Popular Station"

—780 Kilocycles—

Featuring

National and Local
Advertisers

KELW Pleases Their Audiences
As Well As Their Sponsors

Bob Kaufman, Mgr.

Owned and Operated by
MAGNOLIA PARK, LTD.

Homespun Humor Wins Popular Vote

OF THE four types of programs with which Montgomery Ward & Company experimented in test programs on an NBC coast-to-coast network last summer, the "Beautiful Thoughts" program, embracing old vocal and instrumental favorites, poems and hymns, led in the popular vote of the radio audience practically from the start, according to F. W. Jameson, the company's public relations director. The other programs consisted of orchestral music, domestic sketches, and minstrelsy.

More than 50,000 letters of 200 words were received. The \$1,000 grand prize went to Mrs. Florence Draper, of Claremont, Cal., and 592 other cash prizes were awarded. The preponderance of preferences expressed for the homespun type of entertainment is construed by Mr. Jameson to indicate that the economic depression has made the public more serious minded, stimulating a desire for more inspirational programs. The song and sentiment feature was concluded each day with a "prayer for today," and that feature will be continued throughout the rest of the year.

The J. Walter Thompson Company agency, a Chicago research agency, conducting a survey in 150 key centers, recently found that "plain, old-time homespun humor of the real country folks is as popular with Americans over the radio today as it has always been

in the theatre." The survey was conducted to determine the popularity of "The Stebbins Boys," a sketch featuring rural types. The "Stebbins Boys" is sponsored by Swift & Co., packers, over an NBC-WEAF network.

College Has Radio Class

THE first credit college course on radio broadcasting is now being conducted at the College of the City of New York by Dr. Frank A. Arnold, director of development of the NBC. Starting on Sept. 28, the course consists of two-hour lectures each Monday evening for 14 weeks, covering the technique of history, and the development of broadcasting. Forty-five minutes of each lecture are devoted to questions and answers and informal discussions. Students not regularly enrolled in City College pay a \$12.50 registration fee to attend the lectures. Two full college credits are given regular students.

World Bridge Game

ELY CULBERTSON, the bridge expert, has announced in New York City that an international radio network will be linked on Jan. 20, 1932, for a tournament of bridge experts of many countries in order to give the public an opportunity to gauge the merits of his "approach forcing" system as against the "official system."

WMT

The Voice of Iowa

Northeast Iowa's

Dependable
Station

The Waterloo Broadcasting Co.

WATERLOO, IOWA

Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest's Leading Radio Station Develops New Department to Give Broadcasters Essential Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, place-

ment of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP

SAINT PAUL
AND
MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

(Continued from page 13)

gram itself, which is now and always will be the crux of the matter. If programs, educational in character in the broadest sense, and not interminably dull, as Henry A. Bellows says the usual educational program of the past has been, can be devised by qualified and independent educators of the first rank, it is the opinion of the present writer at least, that they will take their rightful place on the air as one of the features of broadcasting; and an audience for them will be built up consisting first of all of that important thinking minority of the American public which at the present time is extremely critical of broadcasting. Such programs will be listened to.

Radio's biggest challenge to the educational world, among many, is the opportunity it provides for a speaker to address the community as an audience, whether the community be the nation or a territorial section of it. This is a fact, a new fact, which can be accepted and can be laid down as the first stone in the structure which eventually will be erected in this country to represent educational broadcasting. Nothing has as yet been attempted or discovered to indicate that the development of radio makes it necessary to revolutionize

the systems of education which have been built up in the countries of either the eastern or the western hemispheres. But admitting this one big opportunity, the challenge is sufficient. In Europe they have advanced much farther than we have in America, not so much in the programs themselves, but in their attempts to study the educational possibilities of radio and in organizing educational forces to take advantage of the new means it provides for the enrichment of their educational systems.

DIVERSITY OF OPINION

Not all educators are agreed on radio, and from present indications, it is not likely that substantial agreement can be reached for some time to come. There are some who insist it is absolutely necessary and right that separate channels be set aside for the use of stations owned and operated by educational institutions or by departments of education of the federal, state or other duly constituted governments. There are others who hold just as tenaciously to the view that absolutely free expression of views, via the medium of radio, is necessary for edu-

cation and similar "services" but that this freedom can best be accomplished and represented if a proportion of the time allocated to stations on all channels be set aside for this purpose. No doubt there is merit to both contentions, particularly if some of the questions which are implied in the first paragraph of this article are answered. But until adequate answers are brought forward the educational field in broadcasting will continue to be scrambled.

Meanwhile, the organization which the writer represents, is determined to keep apart from this controversy, to study the program possibilities inherent in the educational world in this country, and to hammer away on the problems of devising the type of acceptable educational program described earlier. For, I repeat, the program is and will continue to be the heart of the matter. No matter how the educational controversy develops, it will always be necessary to provide fifteen minutes, half an hour, or more of broadcasting to hear which people will turn on their radio sets and keep them turned on.

If this can be done, then and only then, we believe, we shall have educational broadcasting in this country.

LOST and found ads carried in the Brooklyn Daily Eagle are broadcast twice a week free of charge over WLTH, Brooklyn.

PROFESSIONAL D I R E C T O R Y

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN

Consulting Radio Engineer

National Press Building
WASHINGTON, D. C.

CARL H. BUTMAN

Radio Consultant

National Press Building
WASHINGTON, D. C.

SILENCED during a sudden storm on October 8 when a lightning bolt struck its antenna and burned out the inductance coil, WEAf, New York City, was back on the air in 33 minutes with a temporary antenna and reduced power and about 90 minutes later was back on full power.

Place Your SPOT PROGRAMS

Where they will Produce Results

Electrical Transcriptions

OVER _____

WIP-WFAN

PHILADELPHIA'S PREMIER STATION

reach a potential audience spending 2 Billion Dollars Annually

**WIP-WFAN uses the most modern Western Electric Apparatus
100% Modulation**

33 1/3 and 78 R.P.M. Turn Tables

SEVERAL VERY DESIRABLE PERIODS ARE NOW OPEN
RATES ARE ATTRACTIVE



500 WATTS—610 KILOCYCLES

*Write or wire immediately
for reservation.*

WIP-WFAN Broadcasting Co.
Philadelphia, Pa.

Commission Codifying Orders in a New Form

REVISED rules and regulations of the Federal Radio Commission, in which all general orders promulgated by the Commission during its four years of existence will be codified, shortly will become operative. The document already has been drafted by a special committee and awaits Commission approval. It will supersede the general orders which now constitute the regulations.

Several changes of importance to broadcasters have been recommended by the committee, comprising Col. Thad H. Brown, general counsel, Dr. C. B. Jolliffe, chief engineer, and James W. Baldwin, secretary. One involves modification of General Order 8, which requires station call letter announcements at 15 minute intervals. This was requested by the National Broadcasting Company and Columbia Broadcasting System. The other suggests revision of the recently invoked requirements for the maintenance of operating and program logs by all stations, and is in accord with the proposals of the National Association of Broadcasters.

Generally, however, the changes recommended are of routine character, designed to clarify the language of the existing orders. All of these changes, of course, are subject to final approval or rejection by the Commission. The Committee recommended no drastic modification of the basic general orders involving broadcasting.

The rules and regulations will be available to all stations. They will be published in a volume of possibly 200 pages. The rules and regulations alone will cover approximately 150 pages, to which will be appended the Radio Act of 1927 fully annotated, and a complete index. The volume will be a loose-leaf arrangement, so that the rules and regulations at all times may be kept current. After adoption of the regulations, the Commission probably will discontinue the issuance of general orders as such. New regulations or amendments will be promulgated in the form of amendments to the rules and regulations.

WOL Objects to Booster

A PROTEST against the application of the Columbia Broadcasting System for authority to build a new 250-watt booster in Washington, based purely on legal grounds, has been filed with the Federal Radio Commission by WOL, Washington. The protest does not attack the booster principle. On May 20, 1929, the Commission granted WOL an increase in power from 100 to 250 watts but never made the grant operative, according to LeRoy Marks, WOL manager. Before the quota of the District of Columbia is further increased, it is argued that WOL should be given the higher power, as well as a corresponding change in frequency.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Position Wanted

Managing Director of regional station in New York area contemplates change. Possesses five years experience in studio, program, continuity, production, commercial, executive departments. Available anywhere—any time—any department except engineering. Has no exaggerated ideas of remuneration. Details and satisfactory references on request. Box 1, Broadcasting.

Miscellaneous

Write, Wire, Phone WPAD, Paducah, Kentucky, for Western Kentucky Coverage.

Help Wanted

Wanted—Engineer to take charge of one thousand watt station. New Western Electric equipment. Good salary to man qualifying. Box 2, Broadcasting.

Senatorial Call Letters

TWO United States Senators enjoy the distinction of having the call letters of broadcasting stations composed of their initials, Station WJJD, Mooseheart, Ill., is named after John J. Davis, Republican, Senator from Pennsylvania and former Secretary of Labor. Station WMMN, Fairmount, W. Va., is named after Senator Matthew M. Neely, Democrat, of that state.

We don't claim
the World—

BUT

WPTF

at Raleigh

the capital of North Carolina, is the only station within a radius of 90 miles.

National, Local and NBC Chain Clients have been using this station with profit—Why not investigate?

1000 WATTS

Western Electric Radio
and Reproducing
Equipment

INCREASED COVERAGE

• The service area of a broadcast station is dependent upon power AND ALSO upon antenna efficiency, percentage modulation, frequency control, and several other factors.

• Many of the technical details which exercise important influence on service area are individual problems and require the application of the engineering principles suited to each specific condition.

• For example: Marked increase in coverage has resulted from the use of antennas designed by this company. It is noteworthy that these antennas do NOT, in the usual case, require expensive, new towers.

• Antenna design is one phase of the complete transmitting station engineering service offered by the Radio Research Company, Inc.

• Competent engineers and full instrument equipment are available for the analysis and adjustment of transmitters to the end that maximum performance within the requirements of the Federal Radio Commission may be obtained.

RADIO RESEARCH COMPANY, Inc.

1204 Irving Street N. E.
Washington, D. C.

PROGRAMS build AUDIENCE!

WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:

Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River. State Convention of the American Legion. Stroke by stroke account of the City Amateur Golf Championship match. Play by play of Peoria III-League baseball games. Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.

Chain and outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.



W M B D

"from the heart of Illinois"

Owned and operated by

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. and Manager

PEORIA

ILLINOIS

R E S U L T S

61%
OF ALL
WBBM
CLIENTS
ARE ON
RENEWED
CONTRACTS

The Air Theatre
WBBM CHICAGO
25,000 Watts -- 389.4 Meters -- Clear Channel

NOW FOR THE FIRST TIME

A Staff of Star Reporters for Broadcasting Stations

Telegraphic dispatches from all parts of the world, written by star reporters, in a style particularly adapted to broadcasting.

Trained news writers and specialists in business, finance, sports, politics, foreign news, fashions, dramatics, the movies and other special fields send their exclusive stories over a **DIRECT PRIVATE WIRE TO THE STUDIO.**

This staff, recognized for its authority, records the daily history as the events occur and tells the story with a rich and colorful human-interest touch.

Exclusively to one station in each city. This means **EXCLUSIVE**, not sharing with any other station or newspaper.

Limited territory open. Wire Consolidated Press Association, United States Daily Building, Washington, D. C.

CONSOLIDATED PRESS

Among the prominent stations using this service are WBZ-WBZA, Boston; KDKA, Pittsburgh; KSTP, St. Paul; KFI-KECA, Los Angeles; KVOO, Tulsa; WSM, Nashville.



Radio Writers: Beacon invites original copy, and particularly wants to see that script that made such a hit on your local station. Write us.

WHEN THE BEST COSTS LESS ~ ~

Successful syndication of radio features makes available to every station, large and small, the work of experienced and talented radio writers at incredibly low rates.*



Have you read "Radio Writing" by Peter Dixon? It's the first book of its kind, and the critics say the best. (Pub. by Century).

It stimulates commercial sponsorship.

It guarantees territorial exclusiveness.

It localizes listener-interest.

It lends variety, maintains quality.

It saves money—makes money.

Beacon Syndicate is serving stations from coast to coast with continuity material for dramas, sketches, departmental features and serials.

Beacon Syndicate leads its field because its radio staff includes experience and talent from the biggest studios and the small.

*Scripts supplied in castlots; until you find sponsorship, minimum rates apply.



Write for samples and terms to

BEACON SYNDICATE, INC.

373 Fourth Avenue

New York City

President, Harold Matson

Vice President, Peter Dixon

BROADCASTING

V. 1 No. 2 PUBLISHED IN

WASHINGTON, D. C., NOVEMBER 1, 1931

\$3.00 the Year
15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

Determination and Depression



Last year, at this time, our company had thirteen commercial broadcast schedules.

This year we have twenty-two commercial broadcast schedules.

And, of importance, nine of the contracts this year are repeats from the preceding year.

This progress is the result of determined sales effort waged against less determined depression propaganda.

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*Booking Them for Engagements in Radio, Concert, Phonograph Recording,
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Newark, New Jersey

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New York

▼ **SERVING** in the territory approxi-
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3,000,000 radio sets

▼ **IT IS** estimated this market does
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President Hoover's Message to the Broadcasters:



IT GIVES me great pleasure to greet the ninth annual convention of the National Association of Broadcasters meeting this week in Detroit. As Secretary of Commerce I had the pleasure of wide acquaintance with the purposes of your association in the annual national radio conferences which were called at that time for the development of the national policies in relation to radio.

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in develop-

ing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.

I extend to you my most cordial greetings and good wishes for your meeting, with the confidence that you will develop still further policies of sound management and public service.

(Text of an address delivered by remote control to the opening session of the convention of the National Association of Broadcasters in Detroit, October 26, and carried over both national networks.)

BROADCASTING

The NEWS MAGAZINE of THE FIFTH ESTATE

VOL. 1, NO. 2

WASHINGTON, D. C.

NOVEMBER 1, 1931

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Broadcasters Unite to Strengthen Position

By SOL TAISHOFF

Record NAB Convention Moves to Correct Regulatory Flaws, Resist Invasion of Rights and Avoid Commercial Pitfalls

WITH industrial stability the keynote, the National Association of Broadcasters adjourned its ninth annual convention at Detroit on October 28, after charting a course for voluntary elimination of flaws in the broadcasting structure, correction of defects in radio laws and regulations and vigorous opposition to schemes which threaten the security of the industry.

Convening on Oct. 26, the broadcasters swept through three days crammed full of radio business. A score of resolutions, dealing with fundamentals in broadcasting and designed to render possible the more orderly development of radio by the American plan were presented, debated, amended and then carried without a single dissenting voice. Means of improving business along solid lines were discussed openly and freely in an open forum of idea exchanges among the delegates.

Led by President Hoover, key men in public and industrial affairs addressed the broadcasters, each painstakingly pointed to the pitfalls that beset so young and successful an industry. Each had something to say about advertising, and the theory was developed that there is not too much advertising on the air but that there is still too much of it poorly done.

Upon the shoulders of Harry Shaw, WMT, Waterloo, Ia., fell the mantle of NAB leadership for the ensuing year. By unanimous vote he was elected president of the association to succeed Walter J. Damm, WTMJ, Milwaukee. J. J. Storey, WTAG, Worcester, Mass. and Paul W. Morency, WTIC, Hartford, Conn., were unanimously elected vice presidents, succeeding E. M. Spence, WPG, Atlantic City, and O. D. Fisher, KOMO, Seattle. M. A. Howlett, WHK, Cleveland, was elected secretary-treasurer, succeeding Mr. Morency.

Immediately after taking office President Shaw named his executive committee, reappointing as its members Henry A. Bellows, vice president of CBS, Frank M. Russell, vice president of NBC, and William S. Hedges, WMAQ, Chicago. Mr. Bellows was named to succeed Mr. Hedges as chairman.

To fill vacancies on the board of directors, Mr. Bellows, Leo Fitz-

"YOU HAVE given me a real task to carry on the sound policies laid down by my predecessors. During the months to follow we will be confronted with many serious problems. Now is the time for earnest and aggressive leadership backed by a united industry. For my part I can only pledge my loyalty, my time and my energy to the advancement of radio."



Harry Shaw

patrick, WJR, Detroit, and E. B. Craney, KGIR, Butte, Mont., were reelected. Quin A. Ryan, WGN, Chicago, and Mr. Damm were elected new members of the board. Philip G. Loucks was reappointed managing director by the new board. All committees were carried over by President Shaw until such time as new appointments can be made.

The Opening Session:

PRESIDENT Walter J. Damm, WTMJ, Milwaukee, opened the three-day session promptly at noon Monday. He introduced Mayor Murphy, of Detroit, who delivered an address of welcome, answered in behalf of the association by Mr. Hedges, chairman of the executive committee and past president.

By remote control from Washington, President Hoover then addressed the association, his words being carried to the radio audience also over NBC and CBS networks. Harking back to radio's early days, when as Secretary of Commerce he directed its destinies, the President praised the industry's achievements and commended as fortunate the determination that broadcasting should be a private enterprise, freed of the restraints of governmental monopoly.

Because of a bronchial cold, Maj. Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, was unable to take part in the broadcast program. His address was read by Secretary James W. Baldwin of the Commission from WRC, Washington. Mr. Baldwin told of the many problems confronting the broadcasters in the production of programs to satisfy the desires of the American listener. He emphasized the paucity of wave lengths and the incessant clamor for more and more stations in all parts of the country. He called attention to the new engineering orders of the Commission.

America will keep its broadcasting the "best in the world," Mr. Baldwin said, after defining the differences between the so-called American plan and the European system. In Europe, he explained, the stations give the listeners what the government wants them to hear, while in this country the people are given what they want to hear. He doubted whether this country wanted the European system.

President Damm closed the half-hour radio ceremony with an answer to the "insinuations" that radio has sold itself out to advertising, and that this country should go to a system of government oper-

ation. If the British system were adopted in the United States, it would require a tax of from \$20 to \$25 per set, he estimated. "It is not difficult to visualize what would happen if anyone proposed such a tax in this country, especially if the program were originated and planned according to the whims of some governmental body," Mr. Damm asserted.

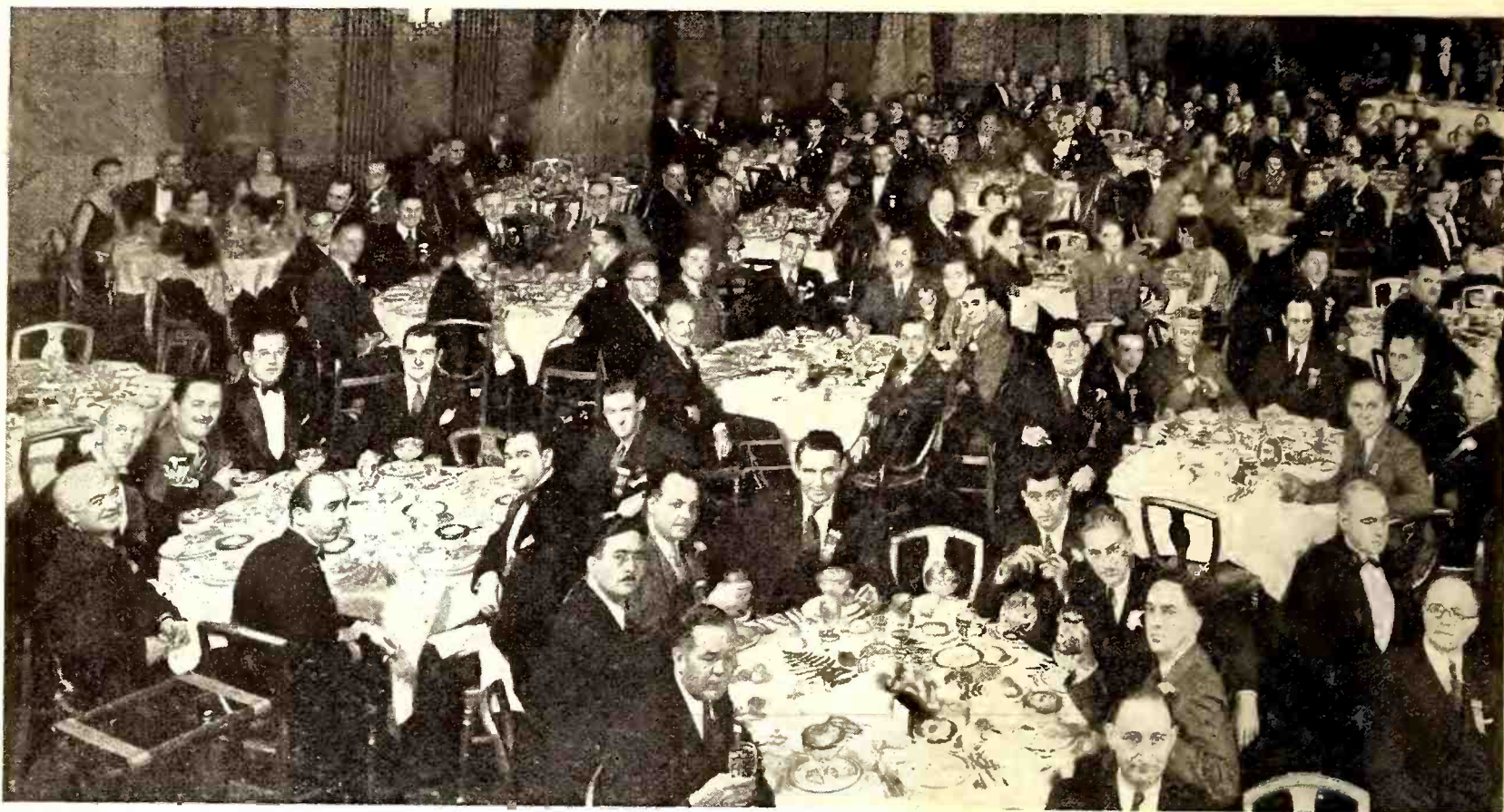
After outlining the operations of the American system, and the ideals and objectives of the organized broadcasters, Mr. Damm said every conceivable effort will be made to bring to listeners "the best in entertainment, information, religion, culture and education."

A resolution extending to President Hoover the gratitude of the NAB for his speech was offered by Alfred J. McCosker, WOR, Newark, and was seconded by unanimous vote. A second resolution sensing the NAB's disappointment over the illness of Gen. Saltzman which prevented his attendance, and the hope for a speedy recovery, offered by Harry C. Butcher, director of the Washington office of CBS, also won a unanimous second. Both were referred to the Resolutions Committee to be drafted formally, pursuant to regular procedure.

Senator White Speaks:

IN AN address that held the delegates spellbound for its forthrightness, Senator Wallace White, Jr., Republican, of Maine, co-author of the Radio Act of 1927, and former chairman of the House Merchant Marine Committee, traced radio's legislative history. He punctuated the chronology with frank expressions of lax regulation, erroneous interpretations and misguided efforts and pointed ominously to the legislative pitfalls that seem to lie directly ahead. In substance, the Senator supported the 1927 act after four years of administration under it.

Radio and the advertising agency were discussed by John Benson, president of the American Association of Advertising Agencies, who advocated as a foremost need a strong and influential NAB. This gives the agencies somebody to deal with who can speak for the radio industry as a whole, he said. Declaring that no agreement has as yet been arrived at about station coverage or any joint plan evolved to measure it, Mr. Benson



BANQUETEERS—About 300 delegates attended the NAB convention banquet to be entertained by network and station stars.



SPEAKERS AND OFFICERS—Left to right, Henry A. Bellows, vice president, CBS, member of executive committee; Cesar Saerchinger, London representative, CBS; Edwin M. Spence, WPG, Atlantic City, vice president; William S. Hedges, WMAQ, Chicago, chairman of executive committee and past president; Walter J. Damm, WTMJ, Milwaukee, retiring president; U. S. Senator Wallace White, Jr., of Maine; Clyde P. Steen, American Radio Association, and John Benson, president, American Association of Advertising Agencies.

said that agents have been watching the Crossley checking system, hoping that it might furnish the plan and machinery, and that his association may have something to present in the near future.

The dual rate was called an evil with which the NAB cannot officially deal. Asking that the stations appreciate the inequity of two rates for the same thing and the handicap they impose upon the national advertiser's use of radio in competition with the local, Mr. Benson said this rate differential in newspapers has been so grave a source of trouble for several years that radio stations might well take a leaf out of their experience and avoid the same tribulations. Millions of advertising lines have drifted out of the press because of the rate differential and the confusion which it makes, he asserted.

Talent questions, recordings and their steady progress and station representation were among the old problems discussed by Mr. Benson. In the latter connection he said it does not seem sound to have time brokers representing competing stations as loosely as they do, and that it is particularly unfair to the station.

The proposal of NAB officers to create an "Open Time" bureau in New York, with possibly a companion office in Chicago, was commended by Mr. Benson, provided it went far enough. In such a bureau all needful data about stations, their programs and time units open could be collected and made available to advertising agents, he said, adding that it would be a great convenience to agencies, and would be helpful to all stations in that they no longer would have to rely on time brokers to relay this data. He estimated that the whole undertaking would not cost more than \$25,000 a year at the start and would save the stations much more.

Mr. Benson said his association would willingly assist in building such a bureau, and might sponsor it, but that it could not afford to have any hand in such a project unless a substantial number of stations engaged to support it over a period of time.

As agencies learn more about radio technique, Mr. Benson said, broadcasters will notice the beneficial effects which will come as soon as business emerges from the present period of fierce competi-



ETHER TRAFFIC COPS—Arthur Batcheller, left, travelling radio supervisor, and William D. Terrell, director of radio, U. S. Department of Commerce.

tion and resultant lowered standards. He declared that radio cannot help but suffer with all other media from the current relentless battle for business. Better days are coming and more restrained business methods, he concluded.

Tells of Radio Abroad:

IN A lighter vein, Cesar Saerchinger, manager of the London bureau of CBS, told of the trick of hauling celebrities before the mike. "The principle I go on," said he, "is that every man has a mes-

sage. Some of us communicate that message by singing in our bath." It took two years for him to land George Bernard Shaw for CBS, he narrated, but he finally "got" his man.

On the more serious side, Mr. Saerchinger said that international rebroadcasts sold the London naval conference to the three nations involved. He expressed the view that, had the radio medium been developed before the world war, that struggle might have been averted.

Rigid political censorship is employed in England and in other countries, Mr. Saerchinger said. Anything going over the air must be submitted to the government for approval.

The part the listener plays in radio was described by Clyde P. Steen, Executive Secretary of the American Radio Association, Inc. Although only a year old, he said this association has about 4,500 members without having conducted a campaign.

Loucks Reports Progress:

PRESIDENT Damm closed the first day's session with the designation of the nominating committee, to report at the closed session Wednesday. The committee was composed of A. J. McCosker, WOR, Newark; J. J. Storey, WTAG, Worcester; Arthur B. Church, KMBC, Kansas City; P. J. Meyer, KFJR, Bismarck, N. D., and M. A. Howlett, WHK, Cleveland.

An increase in the active membership of the NAB of 65 per cent during the last year was reported by Philip G. Loucks, managing director, who has held office just a year. Membership now stands at 163. Last year there were 83 active members, of whom 52 were in good standing, and associate members numbered 35.

On Oct. 19 the active membership



had increased to 135 and the associate membership had decreased to 28. Declaring the association is enjoying the largest and most diversified membership in its nine



GOLF CHAMPION—John Shepard, 3rd, winner of NAB trophy cup with score of 87.

years of existence, Mr. Loucks said that the membership includes 32 clear channel stations, 80 regionals and 31 locals.

Mutual problems of broadcasters and manufacturers were discussed by Bond P. Geddes, executive vice president of the Radio Manufacturers Association. He said the much-hoped-for period of business improvement already has been felt by radio manufacturers. A large number of factories are on a full-time basis, and a few are even in peak production, several surpassing the records of the so-called boom of two years ago.

Midget sets no longer are "program manglers," Mr. Geddes asserted, pointing out that their technical quality have been greatly improved. Less than half of the 2,500,000 to 3,000,000 sets which the industry expects to sell this year will be midgets, he predicted.

The sorry experience of the manufacturers with price-cutting was reviewed by Mr. Geddes. "Price-cutting in your station rates, the cut-throating of each other, will also reduce your levels," he warned. "A price cut means that the other fellow will go you one better to get the business." He also advised against making special concessions to favored customers.

Transcriptions Aired:

FOR the commercial broadcasting committee, H. K. Carpenter, WPTF, Raleigh, N. C., chairman, read its report covering general principles as well as specific recommendations. Only one resolution was offered as such, dealing with electrical transcriptions, and it provoked considerable floor discussion.

The sense of the resolution was that the development of electrical transcriptions has made obsolete the Radio Commission's General Order No. 78, specifying that an announcement, 10 words in length, must be made before and after each performance of a recording. It recommended that the Commission so amend the regulation as to permit only one announcement for each such feature; that the announcement be made in any brief form; that its use be restricted to transcriptions for broadcast purposes only and that this phraseology be made not mandatory.

Scott Howe Bowen asked that a precise definition be given the term "electrical transcription," recommending that it be defined as an original recording, and that the wording be specific to guard against productions which he said are inferior even to phonograph records. I. R. Lounsberry, World Broadcasting System, suggested that the resolution might also embrace a provision for the announcement of the electrical transcription agency in the broadcast, such as: "This is a presentation of the World Broadcasting System, etc."

After further general discussion, participated in by Benedict Gimbel, Jr., WIP-WFAN, Philadelphia; Harold E. Smith, WOKO, Albany, N. Y.; C. R. Cummins, WRAC, Williamsport, Pa.; Richard E. O'Dea, WODA, Paterson, N. J., and others, the resolution was referred by President Damm to the

Resolutions Committee, with instructions to consider the advisability of incorporating the recommendations from the floor.

Standard market data forms were discussed by Mr. Carpenter in another part of his report. He brought out that these forms have not been sent to member stations because the A.A.A.A. thinks it inadvisable to get them out at this time and because there is some doubt as to whether they contain all the information the agencies want. Mr. Carpenter said, however, it had been decided to get them out despite the agency association view, on the theory that it is the best form available at the present time. The committee stands ready to help members in getting out such forms, he added.

The commercial committee reiterated previous recommendations without placing them in resolution form. These included its "constant urge" that all member stations maintain their card rates; that service to the listener is a primary



OUT OF THE WEST—J. Leslie Fox, manager, KFJH, Wichita, and P. J. Meyer, president, KFJR, Bismarck, N. D.

requisite to commercial success; that quality of production should not be sacrificed to commercial expediency; that each advertiser should be required to make a contribution to the entertainment or education of the listener for the privilege of reaching the radio audience with his message, and that the objective of each commercial station should be to maintain itself on at least a self-sustaining basis since any other basis may be characterized as unfair competition with other stations or other advertising media.

Commercial Suggestions:

A NUMBER of recommendations to stations on general program phases were made by the committee, as follows:

"The committee recommends to station managers and commercial managers that in order to make radio campaigns most effective, they give close study to the use of additional merchandising tie-ups, and that they recommend to clients use of such tie-ups as will best pro-

Roster of NAB Attendance...

Following is a list of registrations at the ninth annual convention of the National Association of Broadcasters, at the Hotel Statler, Detroit, October 26-28:

WAAW, Omaha—Frank P. Manchester.
WABC, New York City—Harry C. Butcher, Washington representative, CBS; Henry A. Bellows, vice President, CBS; E. K. Cohan, technical adviser, CBS, and Cesar Saerchinger, London representative, CBS.
WADC, Akron—John Aitkinhead, Fred Bock.
WAIU, Columbus—George H. Zimmerman, H. H. Hoessly.
WBBM, Chicago—J. J. King, Walter J. Preston.
WBCM, Bay City, Mich.—Stanley F. Northcott, John S. Ress, Ralph H. Carpenter.
WBEN, Buffalo—Clifford M. Taylor.
WBT, Charlotte—E. J. Gluck.
WCAE, Pittsburgh—J. L. Kaufman.
WCAO, Baltimore—R. V. O. Swartwout.
WCAU, Philadelphia—Leon Levy.

WCBA-WSAN, Allentown, Pa.—B. Bryan Musselman.
WCCO, Minneapolis—E. H. Gammons, Hugh S. McCartney.
WCFL, Chicago—E. N. Nockels.
WCKY, Covington, Ky.—Jerry Akers.
WCLO, Janesville, Wis.—S. H. Bliss.
WCSH, Portland, Me.—William L. Foss, George F. Kelley, Jr., Henry P. Rines.
WDGY, Minneapolis—Arthur H. Croghan.
WEAF, New York City—Frank M. Russell, vice president, NBC; H. C. Vance, I. R. Baker, Donald Withycomb.
WEBC, Duluth-Superior—W. C. Bridges.
WEEL, Boston—Charles W. Burton.
WFAA, Dallas—George E. Chase.
WELL, Battle Creek, Mich.—Leo Sheehan.
WENR, Chicago—F. H. Weber, Frank E. Mullen, Morgan L. Eastman.
WFBG, Altoona, Pa.—Roy Thompson.
(Continued on page 34)

mote the success of broadcast advertising.

"The committee recommends that member stations look with suspicion on any so-called 'free services'—such as 'educational talks,' 'institutes,' and other propaganda with which every station is now being deluged. While the material may be authentic and acceptable in itself, it nevertheless constitutes advertising copy for some enterprise, and should therefore be accepted only on a commercial basis. Income is the life blood of broadcasting stations—they should be self-supporting.

"In the matter of station surveys, the committee is of the opinion that they may be of some value to the individual station, but that results obtained in any one locality do not indicate that the same results will hold true in other localities. In other words, the matter of station surveys is still one for individual stations to handle.

"There is quite a discussion on the matter of paying a 15 per cent commission on talent as well as time charges, and while agencies seem to feel that nothing should be done which will give the advertiser the impression that the agency and the station are combining to increase his cost of talent, there nevertheless is the feeling, quite prevalent, that the securing of commercial broadcasts will be made somewhat easier if the agency knows it will get a 15 per cent commission on its entire expenditure. This is another question which will possibly be settled within the next year or two. One point, however, cannot be disguised and



A FAST ONE—The only kind of mike that should be hearing the story being told by Harry Butcher, Washington director of CBS; next to him, left to right, are John J. Storey, manager, WTAG, Worcester; Charles W. Burton, manager, WEEI, Boston, and Bond P. Geddes, executive vice president, Radio Manufacturers Association.

must be borne in mind by the broadcaster—that in the end it is the advertiser who pays.

"The committee recommends that, where it is expedient or necessary to place a local dealer announcement immediately preceding or following a chain program, a rate should be set for that announcement—whether it be a spot rate or a full rate covering the time of the program to which it is connected. But the committee does not feel that there should be any objection to local announcements

on transcriptions programs, where the program is sold at a general rate, and time for the announcement is included in the time sold.

"The committee recommends that a transcription program which is made for a national client should carry the general rate, even if it is placed on the station by a local firm handling the national client's products.

National vs Local Rates:

"ATTENTION of members is once more called to the Standard Ques-

tionnaire form which was sent to the membership on April 27th. This form has the approval of both the NAB and A.A.A.A."

Appointment of a new committee to work on the matter of agency and representative recognition also was recommended, with the suggestion that this committee be authorized to take whatever steps deemed necessary to set up at the office of the managing director in Washington, data of advertising agencies, station representatives or time brokers, so that this information can be given to any member station upon request.

Substitution of the words "retail" and "general" in referring to double advertising rates instead of the terms which have been used in the past, "local" and "national," was urged. Along with this it recommends that simplified definition of advertising classifications adopted by the Newspaper Advertising Executives Association be used as a guide in determining whether or not a particular account should fall within the retail or general classification. The definition is as follows:

"An advertiser shall be entitled to retail rates only when he sells direct to the consumer through one or more retail stores which he alone owns and controls. If the retailer named is also territory jobber, wholesaler or distributor, the advertising is not local retail copy. Retail rates apply to cooperative advertising confined strictly to a group of bona fide retail advertisers, provided the advertising is paid for by the merchants involved." (Continued on page 27)

Convention Sidelights . . .

HALF-WAY around the world was the distance traveled by F. A. Osius, XCBL, located in the foreign settlement, Shanghai, China, to attend the NAB convention. Organized six months ago, his station already has 56 sponsored programs, and it is operated "by the American plan" even though owned by a British corporation.

MANY conventioners visited the exhibit of the Consolidated Press Association at the Statler and learned about this pioneering news service for broadcasting stations. Telegraphic dispatches were picked up by printers used by the CPA in the broadcasting station service. The talking point was that of a "sustaining-commercial" program, wherein news matter may be offered the audience and at the same time be sold to a sponsor.

PRESIDENT DAMM had raised his gavel to sound adjournment of the second day's session when Dr. Leon Levy, WCAU, Philadelphia, leaped to his feet. "Mr. President," said he, "I want to offer a resolution which seems to accord with the practice of all other conventions, namely, that the NAB go on record as favoring the repeal of the Eighteenth Amendment." (Laughter and huzzas.) "There being no further business before the house," shouted President Damm, "the meeting stands adjourned."

JOHN SHEPARD, 3rd, WNAC, Boston, may have won the golf trophy, but 'tis rumored the real golf champion is Fritz Morency, WTIC, Hartford. John shot an 87 in the championship competition, and Fritz was two strokes higher. There was a playoff, however, and it is reliably reported that the latter is carrying around a mortgage on the Yankee network.

THE DETROIT Women's Advertising Club was host to a group of convention attendants at a noonday luncheon Oct. 27. Addresses on radio in

advertising and problems of broadcasting were delivered by Henry Bellows, CBS vice president; George Trendle, WXYZ, Detroit, and Herschell Hart, WWJ.

AIRPLANES were popular modes of transportation to and from the convention. Among those flying their own ships were Joe Chambers, WLW, Cincinnati, and Harry Shaw, WMT, Waterloo, Ia. A. H. Stackpole, WHP, Harrisburg, Pa., was there without his plane, though he not only pilots his own craft but is the commissioner of aeronautics for Pennsylvania. William Foss, WCSH, Portland, Me., one of the oldest ex-Army aviators, came by train but flew his ship back East.

THERE was a gathering of veteran announcers during the convention, and there was some merry reminiscing of the early days of a half dozen years or so ago by Lambdin Kay, "Voice of the South," of WSB, Atlanta; Leo Fitzpatrick, formerly the "Merry Old Chief" of Coon-Sanders Night Hawks, from WDAF, Kansas City; E. L. Tyson, long with WWJ, Detroit; Neal Tomy, well known for his "Red Apple Club" over the old WCX, Detroit, now radio editor of the Detroit Free Press and on the staff of WJR, and Quin Ryan, long famous for his sports broadcasts from WGN, Chicago.

FATHER Charles E. Coughlin, of the Church of the Little Flower, Detroit, famed for his recent broadcasts over CBS and his current speaking over a widespread independent hookup, was an interested convention visitor.

CONVENTION banquet talent came from the network and from local and nearby stations, with the Mills Brothers, latest CBS "finds" from Ohio, fairly taking the banqueters by storm. The talent included Gene and Glenn and Ray Perkins, NBC; Doc Sherman and Doc Pratt, WMAQ, Chicago, and NBC; Pat Harrington, Helen Thomas

Bucher and Walter Logan, WTAM, Cleveland; Arthur Tracy, CBS; Charlotte Meyers, WJR, Detroit; Wendell Hall, now on WJR, and Tony Cabooch, KMOX, St. Louis. Doc Hamp, WGAR, Cleveland, and Ray Perkins alternated as masters of ceremony.

CHARLEY BURTON, WEEI, Boston, scored a "fishie" on the course of the NAB golf tournament. One of his drives fell into a water hazard filled with goldfish, and soon a dead goldfish was seen floating on the surface.

INTERESTING news to the visiting broadcasters at Detroit was the announcement that the Detroit News, operating WWJ, had just decided to eliminate all extra editions on the forthcoming local elections, confining itself to its radio. W. S. Gilmore, managing editor, said that extras hereafter will only be issued to cover scat-

tered news reports like those of national elections.

CESAR SAERCHINGER, London representative of CBS and the man who arranges that network's Sunday talks by notables from London and the European continent, delivered an altogether delightful talk at one of the open sessions on the difficulties he has experienced in persuading foreign celebrities to talk across the Atlantic to the American audience.

WINDSOR, across the Detroit River in Ontario, was a Mecca for many thirsty visiting broadcasters, but the "wiseys" found Detroit speakies offering even better stuff and much better food.

Thanks, Mr. Webb

PHOTOGRAPHS in this issue were furnished through the courtesy of Jefferson Webb and the Detroit News.



IN CONFERENCE—Left to right, Miss Vera Burke, Manager, WMT, Waterloo, Ia.; Frank M. Russell, Washington vice president, NBC; and Martin Campbell, assistant manager, WHAS, Louisville.

Whys and Wherefores of Radio Legislation

By SENATOR WALLACE WHITE, Jr.*

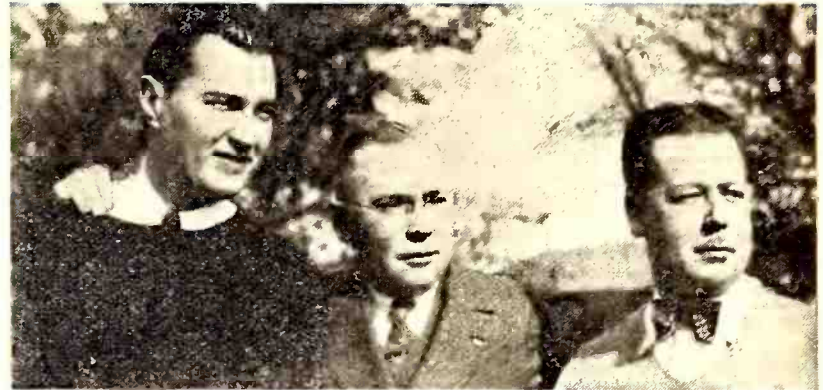
Co-Author of Radio Law, Lauding Broadcasters, Repudiates Priority and Property Claims; Calls Wave Grabs Unsound

COURT decisions and the opinion of the Attorney General, rendered in July, 1926, confirmed our 1924 view as to the proper construction of the 1912 law, and made known to all the absence of essential governmental authority. There followed the rush for licenses, the disregard of power limitations, of assigned frequencies and of time for operation, which so acutely emphasized the weaknesses and deficiencies of the 1912 law and the urgent necessity for new radio legislation. From this break down of regulation of those days came the Radio Act of 1927.*

This Act in its short span of life has justified itself. There have been but two important changes in the law since its enactment. The Federal Radio Commission which by the original Act had appellate jurisdiction only is now a body with original authority. There has been added also to the original Act the Davis amendment. This amendment made mandatory that distribution of services clearly intended by the 1927 Act.

It is within the truth to say that all that has been done under the mandate of the Davis amendment could have been done by the Commission under the original law. The old law had the virtue of flexibility. The amendment is arbitrary. The amendment became necessary, however, because of the failure of the Commission to meet the responsibility imposed upon it

to work out the distribution of stations and services as directed by the original Act. Most of the evils prophesied of its enactment have not come upon us. Notwithstanding its rigidity, the want of balance in the zoning system set up, the difficulty, if not impossibility, of harmonizing its terms with technical considerations, the amendment has served a useful purpose. The time may come when its arbitrary provisions will be relaxed and we will rely for the desired distribution of services upon more general language under which the purpose of the amendment may be secured with less affront to technical considerations. It is my opinion, how-



ON THE LINKS—At the Detroit Convention golf tournament, left to right: Paul Morency, manager, WTIC, Hartford; Edwin M. Spence, manager, WPG, Atlantic City, and H. D. Hayes, U. S. Radio Supervisor, Chicago.



AN NBC TRIUMVIRATE—Left to right: Don Withycomb, manager of station relations; Frank M. Russell, Washington vice president, and K. W. Berkeley, manager, WRC, Washington.

ever, that, for the present, the Congress will not repeal this amendment.

have been better had the two been considered together. Some of the objections urged against the allocation amendment might be avoided through zone changes. Amendments in this direction might well be favorably considered at this time.

•If I were asked what was the outstanding feature of purpose of the law, I should have to name several.

First of all, it sought to make clear that no person had an absolute right to a license. Under the 1912 Act an applicant received his license as a matter of right. The 1927 Act rejected this principle. By its terms the grant of a license is no longer a matter of individual desire, of individual right. Instead, the individual interest is subordinated to the public interest and the individual may receive a license only upon the finding by the Commission that the public interest will be served by the operation of the proposed station. This rule ap-

plies to an application for the renewal of a license as fully as to an original application. This was a complete reversal of the rule of the

1912 Act. Around this new principle the whole 1927 law may be said to revolve.

Another fundamental change was in the term of licenses. There was no language in the 1912 Act limiting the life of a license. The Department of Commerce in practice issued them for definite periods, but clearly if the law fixed no limit and if it conferred no right to fix a limit, the right to limit did not exist in the Department. Licenses were, therefore, indeterminate, good until Congress otherwise provided. And Congress, in this 1927 Act, did so otherwise provide. The very first section declared that no person could operate a station included within the terms of the Act, except under and in accordance with the Act and the terms of a license granted under it. That cut off the old licenses and compelled all to seek licenses under the new law, which fixed a positive and definite limitation upon their life. In place then of licenses of indeterminate length, we substituted licenses of limited time. This principle likewise was a basic change effected by the new law.

A further purpose of the 1927 law was to make certain, so far as it could be done, that a license acquired as against the government no property right in the frequency assigned or any other right, beyond that given by the license itself. This thought finds expression in various forms in many sections of the Act. It is a purpose, Then Congress included in the 1927 Act a number of provisions, not found in the 1912 law, aimed against monopoly. On the whole

(Continued on page 33)



STATION CHIEFTAINS—Left to right: Leo Fitzpatrick, general manager, WJR, Detroit; Walter J. Preston, director, WBBM, Chicago, and A. Z. Moore, president, WKJC, Lancaster, Pa.

*Excerpts from address by Senator White, of Maine, formerly chairman of House Committee in charge of radio legislation, before Detroit Convention of National Association of Broadcasters, October 26.

When the zones were established the definite allocation principle of the Davis Amendment was not in mind. That came later. It would

New Mexican Border Stations Threaten Interference in U. S.

Erection of Eight or Ten Transmitters Revealed; North American Conference May be Necessary

BACKED largely by American capital, eight or ten new broadcasting stations of substantial power are being erected in Mexico and threaten further serious interference with the operation of stations in the United States and Canada, according to reliable information reaching BROADCASTING.

During the sessions of the Pan American Commercial Conference at Washington in October, it was learned that these stations will be operated with powers of from two to 10 kw. and for the most part will be located along the Border. In addition XER, at Villa Acuna, new 75 kw. station belonging to Dr. John R. Brinkley, former owner of KFKB, Milford, Kan., already is on the air experimentally, and according to reports, has been interfering with WSB, Atlanta, and CKAC, Montreal, as well as other stations.

These stations are being constructed on the theory that American industries will advertise over them since Mexico offers a fertile market for American products. Moreover, the owners hope to cover substantial American service areas because transmission conditions are excellent in the low flat areas of the southwest.

There already are some 40 stations in Mexico, most of them of low power, such as 100 watts or so. The number has doubled in the past year, with the stations operating on any wave length and not adhering to any set allocation plan, since Mexico is not a party to the so-called "gentleman's agreement" between Canada and the United States. Frequencies have not yet been selected for the stations now under construction, but it is considered inevitable that interference will be caused once they take the air, despite the efforts of the Mexican administration to minimize such a condition. The Mexican policy seems to be to allocate new high-power stations on frequencies in between clear channels used by Canada and the United States.

CONFERENCE LOOMS

THIS situation, coupled with the Brinkley case, may lead to another conference between North American nations regarding the distribution of wave lengths. The Pan American Commercial conference adopted a resolution offered by Lius Sanchez, Chief of the Department of Radio of Mexico, which, among other things, recommends that the countries of America enter into agreements to regulate communications "inasmuch as interference between radio stations is a serious obstacle to the development of international communications." This is taken to mean that before new Mexican stations go on the air, conversations, at least, should be had both with Canada and the United States respecting the frequencies to be used.

The Brinkley situation became the center of a State Department controversy almost coincident with

the sessions of the Pan American conference. Dr. Brinkley, whose Milford station was deleted because of medical broadcasts considered inimical to public health, visited Washington Oct. 16 to protest to Undersecretary of State William R. Castle against alleged representations by the State Department to Mexican authorities in protest against his Mexican station. The conference was arranged by Vice President Curtis, former Senator from Kansas.

At a press conference, Mr. Castle said he had assured Dr. Brinkley that the State Department had not and would not protest to Mexico concerning the station. He did say, however, that about six months ago, the department transmitted to the Mexican government the full record of the Radio Commission proceedings involving Station KFKB which finally resulted in the denial of a renewal license. This was done on the suggestion of the Radio Commission.

COMMISSION MAY ACT

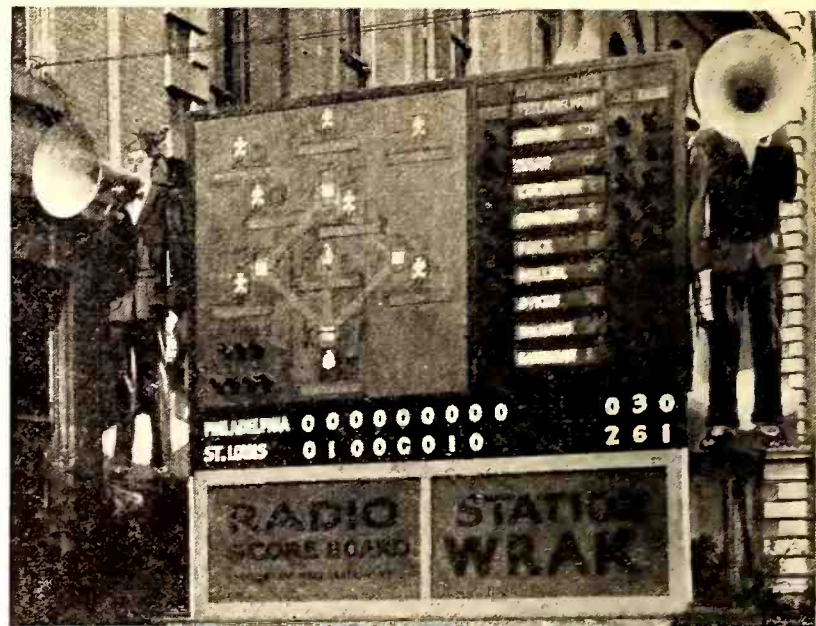
XER is the highest powered station in the western hemisphere. For several weeks it has been operating experimentally and is reported to be blanketing a 40-kc. range between 710 and 750 kc. Dr. Brinkley had announced XER would operate on 735 kc., or between the clear channels of WSB and KCAC. Because of interference caused with KMMJ, Clay Center, Neb., operating daylight with 1,000 watts on 740 kc., he indicated while in Washington that he would shift XER, to 655 kc., or half way between the clear channels of WSM, Nashville, on 650 kc. and WEA, New York, on 660 kc.

Dr. Brinkley told Mr. Castle that he had been prevented from entering Mexico by the present regime and that he believed State Department protests were responsible. He demanded that he be accorded the constitutional protection guaranteed American citizens in foreign countries.

Meanwhile, the Commission itself was awaiting an opinion from its legal division as to whether it could prevent Dr. Brinkley from maintaining in the United States remote control studios connected to XER. Dr. Brinkley proposes to establish such studios in about a half dozen southwestern cities and already has negotiated for the land lines with the A. T. & T.

WMAQ License to NBC

ASSIGNMENT of the license of WMAQ, Chicago, to NBC, was approved by the Federal Radio Commission Oct. 28. NBC thus takes over management of the station in which it recently procured one-half interest from the Chicago Daily News at a price exceeding \$600,000, the newspaper retaining the other half.



Radio-Synchronized Scoreboard Covers the World Series

THIS "radio-synchronized" scoreboard, offering both word by word and play by play accounts, stole the show at Williamsport, Pa., during the recent world series.

The two robot umpires holding the megaphones are simply electric loudspeakers, rebroadcasting the play by play accounts of Graham McNamee or Ted Husing. Every play is followed on the electric scoreboard, devised by C. R. Cummins, owner of WRAK, Williamsport. So great was his success with the arrangement that he has applied for patents and plans to manufacture the scoreboards and market them during the coming year.

The photograph shows the Phila-

delphia batting order, with St. Louis in the field. The players in the field are identified by name plates. At the end of the half-inning, the St. Louis batting order is substituted for Philadelphia and the Philadelphia team takes the field, in blue uniforms rather than the white shown for St. Louis.

The board, Mr. Cummins said, drew a huge crowd to the courthouse lawn at Williamsport during the entire world series, while the only other board in town, operated by the local newspaper, was virtually deserted. Hitch your radio receiver to this radio scoreboard if you want to achieve the latest thing in synchronization, advises Mr. Cummins.

Two Pacific Coast Networks Are Formed By the NBC After Buying Four Stations

KGO is Key of Orange and KPO of Gold Hookups; Five Station Units Replace Former Single Net

TWO Pacific coast networks have been formed by the NBC as a result of its recent purchase of the four stations of the Northwest Broadcasting System. The networks went into operation as five-station units on Oct. 18, being made available for sponsored or sustaining programs either separately or as transcontinental supplements to the NBC-WEAF and the NBC-WJZ networks.

The first network, to be known informally as the Orange, consists of KGO, Oakland, owned by General Electric but operated and managed by NBC, as key; KFI, Los Angeles, owned by Earle C. Anthony, Inc.; KGW, Portland, owned by The Oregonian; KOMO, Seattle, owned by Fisher's Blend Station, Inc.; and KHQ, Spokane, owned by Louis Wasmer, Inc.

The second network, to be known informally as the Gold, comprises KPO, San Francisco, owned by Hale Brothers Stores and The Chronicle, as key; KECA, Los Angeles, owned by Earle Anthony; KEX, Portland, owned by NBC; KJR, Seattle, owned by NBC; and KGA, Spokane, owned by NBC.

In addition to these regular networks, KFSD, San Diego, and

KTAR, Phoenix, Ariz., are supplements which may be used with either group.

This new alignment replaces the former single nine-station hookup that composed the NBC-Pacific coast network. Stations KEX, KJR and KGA were in the group recently purchased by Don Gilman, Pacific Coast vice president of NBC, as was KYA, San Francisco. The NBC will operate KYA as a non-network station for the time being, plans for its later disposition not having been completed.

That business has been good on the NBC-Pacific coast network this year is reported by Roy S. Frothingham, western commercial manager, who stated that out of 119 hours on the air 56 hours, or about 47 per cent, are sponsored.

W. J. Bryan, Jr. in Radio

THE firm of Bryan, Button and Cummings, Los Angeles attorneys, has acquired controlling interest in Magnolia Park, Ltd., owners of KELW, Burbank, Cal., according to Robert Kaufman, manager. The senior member of this firm is William Jennings Bryan, Jr., son of the "Great Commoner."

Measuring Radio Advertising Sales Power

By ROBERT F. ELDER

Assistant Professor of Marketing, Massachusetts Institute of Technology

Survey Reveals How Accurate Results May be Forecast; Value of Selecting Proper Program is Emphasized

MANAGEMENTS today are increasingly demanding proof that every dollar of expenditure is earning a profit. When a plant manager wants new machinery, he must demonstrate that it will effect savings or improvements in quality sufficient to pay dividends on the investment involved. Similarly, the sales manager who requests an increase in his appropriation for the purpose of adding new salesmen must prove conclusively that the expenditure will earn a profit.

Few people today doubt that advertising, properly done, is profitable. But whether advertising continues to forge ahead the next decade, as it has in the past, depends on the development of methods which measure its effect in tangible form. Although several promising beginnings have been made, the reduction of advertising to a scientific basis is far from accomplished.

It has been possible in a survey conducted in the past few months to measure the specific effect of radio broadcast advertising for a number of products in general use. By determining the brand preferences of a large number of families known not to own radios and comparing them with the brand preferences of other groups using radio sets for varying periods of time, it became evident:

First: that a substantially larger proportion of radio homes than of non-radio homes purchase radio-advertised brands of merchandise.

Second: that, conversely, a substantially smaller proportion of radio homes than of non-radio homes purchase brands not advertised by radio, where there is competition between radio-advertised and non-radio-advertised brands of the same commodity.

Third: that the proportion of radio homes using radio-advertised merchandise is distinctly greater as the average listening time increases.

HOW IT WAS DONE

THE study involved the mailing of 100,000 questionnaires on business reply cards, each accompanied by a letter carefully worded so as not to influence replies, to homes in ten representative American cities, 10,000 to each city. To insure against any significant differences in economic levels between radio and non-radio homes, telephone



Robert F. Elder

DOES radio sell goods? Professor Elder in this informative article concludes that it does. His findings are based on an elaborate survey of advertising results among radio-using and non-radio-using homes conducted for CBS. Some 100,000 families were interviewed in ten representative cities.

lists were used, thus practically excluding homes without appreciable buying power. The questionnaires inquired what brands were used of nine commodities, selected for the following qualifications:

(a) articles in common use; (b) articles frequently purchased; (c) articles in general use by families in all economic levels; (d) articles some leading brand or brands of which is advertised by radio, and other leading brand or brands not so advertised; (e) articles which have in the past been heavily advertised in all media; (f) articles sold largely by advertising, with a minimum amount of personal salesmanship.

The commodities finally selected were: toothpastes, shaving soaps, toilet soaps, scouring powder, flours, shortenings, cigars, cigarettes and collars. A question as to what magazines were read in the home was inserted in an effort to avoid too great emphasis on the questions: "Do you own a radio?" and "About how many hours is it in use daily?" which were placed at the bottom of the card.

A total of 14,061 usable replies was received. The cards from each city were sorted according to whether or not radio ownership was indicated, and according to the average daily listening time. The number of users of each brand of product in each category was tabulated for each listening-time group, and percentages calculated.

EFFECTIVENESS OF RADIO

THE general, over-all effectiveness of radio advertising is indicated by

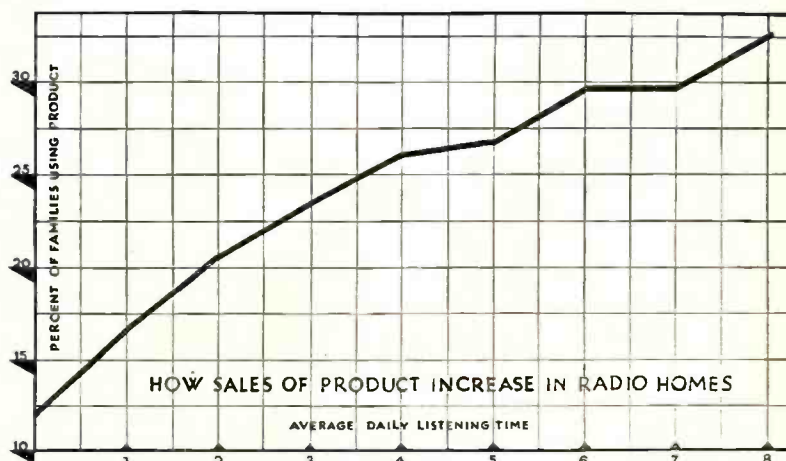
the fact that the average card from a non-radio home mentioned the use of three (3.07) products advertised by radio, while the average card from a radio home mentioned four (3.97) radio advertised brands. In other words, based on 121,888 brands mentioned on 14,061 cards, all radio advertised brands in the aggregate showed an increase of use of 29.3 per cent in radio homes compared to non-radio homes. Comparing homes in which the radio

merely certain differences in power to buy or in inclination to buy. It was attempted, by confining mailing to telephone homes, to obtain two groups of equal purchasing power. That this probably was achieved is indicated by the fact that the circulation of the higher-priced magazines was even greater in the non-radio-owning homes than in the radio homes.

However, there still existed the possibility that the non-radio homes, although of ample purchasing power, represented a group of people of conservative buying habits, likely to remain uninfluenced by any form of advertising. But upon analysis it was found that the proportion of families using nationally advertised products was about the same in both non-radio and radio homes. The only significant difference was that radio advertised products had apparently displaced other nationally advertised products in radio homes.

TASTES VARY BY BRANDS

THE extent of the gain in radio homes naturally varied for different brands. In general, as was to be expected, these programs consistently maintained at a high level, using frequent intervals over a long period of time, showed the best results. Particularly in gaining the initial foothold, the frequency with which a program is on the air appears to be of great importance. Several comparatively new programs, on the air three or six times



was used over three hours daily with non-radio homes, the increase in use of radio advertised products was still greater, amounting to 36.1 per cent.

This difference in brand preferences between homes with radios and homes without them immediately brings up the question as to whether we are measuring the specific effect of radio advertising, or

a week, showed decisive gains in radio homes. The importance of proper attention to the selling talk in a program is indicated by the fact that one program which has ranked very high in popularity studies showed only mediocre results in terms of new users created.

There were wide differences in the results attained by most of the

(Continued on page 32)

Action is Awaited on CBS Request For a Booster Station in Washington

Network Not to Extend System, Commission Told At Hearing; WOL Offers Only Opposition



L. W. Lowman

WABC's clear channel.

Assurances were given the commission and the broadcasting industry by CBS witnesses at the hearing on Oct. 19 that the network has no intention of going into widespread synchronization "because such synchronization is impossible under the present allocation." The only objection voiced was in behalf of WOL, Washington, which asked that the application be dismissed. Action, however, was reserved by the Commission, which sat en banc.

As Columbia's main witness, Lawrence W. Lowman, supervisor of operations of the network, said that about \$50,000 had been spent to investigate and develop synchronization in cooperation with Bell Laboratories. The whole attitude of the network, he said, is based on the theory that if synchronization offers any hope for improving service or if it offers any hope of relieving some of the congestion in the spectrum, "certainly the project should be given a fair trial." CBS has no desire to "plunge into any drastic revision" of its broadcasting setup, he said.

Granting of the application, Mr. Lowman testified, would make possible extension of CBS service to Washington listeners on a full-time basis. He pointed out that WMAL, the present outlet, does not use full network programs. He said the booster simply would repeat throughout the program day the service of WABC and that, therefore, local sustaining or commercial programs could not be accepted in competition with independent local stations.

In behalf of WOL, George O. Sutton, its counsel, said the station had been endeavoring to gain additional facilities in Washington, and that because of District of Columbia quota status, it was forced to oppose the booster application. Existing regulations, he said, prevent the granting of the booster application on several different grounds. Now operating with 100 watts, the station seeks 250 watts on a regional channel, but the Commission has never made the assignment. Before the Washington quota is diminished by adding a booster station, Mr. Sutton said, increased facilities should be accorded WOL.

Paul D. P. Spearman, counsel for CBS, however, argued that WOL had not complied with the regulations since it had not applied for a particular frequency on which a 250 watt station might be located in Washington. Consequently, he said, the station does not have a proper application on file.

WITH full information before it, the Federal Radio Commission soon will act on the application of the Columbia Broadcasting System for a 250-watt experimental booster in Washington, to be synchronized on

Harry C. Butcher, director of the CBS Washington office, brought out that the network spent \$6,800,000 for programs last year. He said that for the two week period prior to the hearing an average of 5 hours and 25 minutes of programs carried each day on the network were not broadcast over WMAL. Programs costing about \$2,000,000 a year to produce are not being heard in Washington under the present arrangement, he declared.

Following the testimony of engineering experts for CBS and Bell Laboratories respecting technical aspects of the proposed synchronized experiments, Dr. C. B. Jolliffe, chief engineer of the Commission, was questioned by Mr. Spearman. Dr. Jolliffe said that experimental operations are not now charged to state quotas, and that should synchronization become feasible an amendment to the quota regulations might be drafted exempting synchronized stations from state quotas.

In addition to Mr. Lowman and Mr. Butcher, E. K. Cohan, director of technical operations of CBS, H. V. Akerberg, research and development engineer of CBS, and H. S. Price, and R. E. Coram, Bell Laboratories engineers, testified for Columbia. Thomas P. Littlepage collaborated with Mr. Spearman in the legal arguments. Ben S. Fisher, assistant general counsel, represented the Commission.

Dill Will Fight Stations' Claim of Vested Rights

A FIGHT for the public's rights in broadcasting will be continued "even if we have to amend the Constitution," said Senator C. C. Dill, (Dem.) Washington, in a recent address at Los Angeles.

Despite the plain intent of Congress, he declared in his speech before the Public Ownership League, "station owners are endeavoring to establish" vested rights to their channels. "Congress compelled every station owner to sign a waiver stating that he would make no claim to the use of the channel beyond the term of his license, and made him admit over his signature that the granting of a license gave him no vested rights."

Declaring he was certain that the courts would uphold the constitutionality of the radio act's protective clauses, the Senator added, "if they don't, we shall continue to fight for the public's rights even if we have to amend the constitution."

Senator Dill criticized the Federal Radio Commission for its action in the Radio Corporation of America-Section 13 case, which involved possible cancellation of all station licenses held by RCA subsidiaries. "The Commission," he said, "is administering and interpreting the Radio Act for the benefit of the corporations profiting by the super-commercialization of radio and the public interest."

Gibbons Outworded

THE record of Floyd Gibbons, champion word-sprinter, has been shattered, according to unofficial returns from Chicago. It is reported that Bobby Griffin, KYW announcer, has beaten Gibbons by 33 per cent, prattling his words to the tune of 240 a minute. The ex-war correspondent's best speed as clocked by NBC, is a puny 180-word per minute gait.

Six More Stations Ordered Silenced

Commission Rules Them Off Air to Give Time to Others

CONTINUING its interpretation of compliance with the Davis equalization amendment, the Federal Radio Commission has ordered removal from the air of six more broadcasting stations, bringing to eight the total ordered deleted during the last two weeks.

Two more stations in the Chicago area were hit by an Oct. 30 action, their elimination being intended to afford full time operation to WCKY, Covington, Ky., on the 1490 kc. channel. The stations ordered silent are WJAZ and WCHI, each assigned one-seventh time on that frequency.

At the same time the Commission ordered WIBR, Steubenville, O., 1240 kc., 50 w., and WMBA, Newport, R. I., 1500 kc., 100 w., off the air, for violation of regulations and failure to serve public interest. In the former case Examiner Hyde was sustained, and in the latter the Commission sustained Examiner Walker.

A week ago the Commission ordered the deletion of WNJ, Newark, and WKBO, Jersey City, to afford three-fourths time on 1450 kc. to WHOM, Jersey City, with 250 w., the power used by each of the three stations. On Oct. 16, in one of the most drastic decisions it ever has rendered, the Commission ordered WIBO and WPCC, both Chicago, off the air to give full time to WJKS, Gary, Ind., on 560 kc. Appeals already have been noted in the latter case.

EXAMINER REVERSED

IN REMOVING, on Oct. 30, the two additional Chicago stations, the Commission reversed Examiner Walker, who had recommended denial on the ground that to grant WCKY its request would further increase the quota of an over-quota state. Kentucky is 0.12 unit, or 2 per cent over, while Illinois is 12.49 units or 55 per cent over.

Operated by the Peoples Pulpit Association, the Commission found that WCHI, with its 5 kw., was carrying programs which were questionable as to public health. WJAZ, licensed to the Zenith Radio Corporation, while authorized to use 5 kw. and permitted to operate 2 hours per day, was held to be actually using power of 3,276 w., and not consistently using the time allotted. It was held that deletion of the stations would mean no loss in program service to the Chicago audience.

Ultra-High Waves Appear Favorable For Television Use

Better Than Low Frequencies, Many Engineers Believe

SIGNIFICANT developments of the past few months in the use of the ultra-high frequencies for television indicate quite definitely, according to authoritative opinion, that visual broadcasting ultimately will repose in the bands between 43,000 and 80,000 kc., rather than in the continental short waves.

Certain fundamental facts about the ultra-high frequencies already have been ascertained by experimenters, and, while it is yet too early to say just what they will do in visual radio transmission, many engineers feel that they are better adapted for television than the lower frequencies.

Lack of space in the lower bands actually forced television experimentation into the ultra-high waves which hitherto have been regarded as practically worthless. It seems certain, however, that visual transmission on those frequencies will be purely local, with the impulses traveling only to the horizon like transmissions of light beams.

When "moving day" in the high frequencies occurs next February 3, pursuant to the provisions of General Order 119, recently promulgated by the Federal Radio Commission, there will be two changes directly affecting television and designed to aid its development. The 1,550 kc. channel adjacent to the broadcast band will become the television sound track for sound synchronized with visual transmission. This frequency may be tuned on most broadcast receivers, and it replaces the 1,604 kc. sound track channel.

The second change is in the nature of an exchange. The present television band of 2,850-2,950 kc. will be exchanged for the aviation block ranging from 1,600 to 1,700 kc. This was decided upon by mutual arrangement between the two groups and is expected to aid both. Only two experimenters now are assigned to the television band involved and they probably will move to the new band. These are Short Wave & Television Laboratory, Boston, and Radio Pictures, New York. There may be a double-shift, however, which would involve others of the score of licensed experimenters as well as some of the later applicants for facilities.

WEVD Given Renewal

RENEWAL of the license of WEVD, New York, Socialist mouthpiece, licensed to the Debs Memorial Radio Fund, Inc., was voted by the Federal Radio Commission Oct. 30, reversing recommendations of Examiner Elmer W. Pratt that the station be deleted. Chairman Saltzman and Commissioner Starbuck dissented. While it found that the station had been guilty of violating regulations, the Commission said it appeared that most of these infractions were the result of carelessness by employees rather than management.

Unique Psychology of "The March of Time"

By FRED SMITH

Managing Editor, "The March of Time"

Designed to Acquaint Public and Advertisers With Magazine Rather Than Build Circulation, Program Did Both



Fred Smith

"AUDIBLE journalism" was the very apt description given the dramatic news programs of TIME news magazine. A new departure in broadcasting technique, this program literally made the radio world sit up and take notice. Just how it was evolved and the purpose it has served are here recounted.

TONIGHT the editors of TIME raise the curtain again on a new kind of reporting of the news . . . eight memorable scenes from the news of the week . . . "From the March of Time" . . . After but sixteen weeks it was termed "the foremost feature of the air," "the best radio program," "the apex in showmanship." What is back of the sponsors' mind in turning out such a completely entertaining and intelligent production? To what extent has their purpose been fulfilled?

Several magazines are resorting to the ether waves as a medium of advertising. When a publication goes on the air, the general and immediate inference is that the primary purpose of its paid broadcasting is to increase circulation—creating, in other words, what might be classed as the billboard of the air. This is probably true in the case of most magazines and the inference would consequently be well-founded. However, TIME, the weekly newsmagazine, is an unusual publication with an unusual purpose.

Truth is stranger than fiction and here is a fact which bears this out only too well. TIME did not and does not have the bane of publishers' existence—the circulation problem. That is, TIME did not and does not need a rapidly increasing number of sales. The magazine from its inception has built itself up slowly and had gradually expanded in accordance with the earliest plans of its publishers. TIME had reached the steady and solid circulation of 350,000 without having been forced to resort to the usual advertising tricks and ballyhoo. Its enthusiastic subscribers were comprised of

men and women of affairs,—diplomats, financiers, industrialists, editors, government officials, members of the legal, medical and educational professions,—people whose time was valuable. They were interested in getting the news without bias, written in a form intended to appeal only to the highest mentalities.

This unique position of the magazine, however, created by itself a problem which demanded a careful and well-planned solution. The question was this: since the magazine was known to but a limited

number, it was unknown to thousands of dealers and consumers of nationally used and distributed products, who were part of the general public, not familiar with the magazine. What could be done to make these great number TIME-conscious without necessarily making them subscribers? How were the dealers all over the country to be made TIME-conscious so that they would be cognizant of TIME's value and power as an advertising medium for the wares in which they were interested.

TWO YEARS PREPARATION

THE most plausible solution to this problem seemed to be a nation-wide radio program which would broadcast from coast-to-coast most effectively the editorial qualities of the weekly magazine and which would wake people who would not read the magazine conscious of its power. Thus TIME went on the air not to increase its circulation but to inform dealers the country over of its power as a medium for national advertising.

For two years the idea of dispersing news, dramatized in form and specially adapted for radio

production, had been in the process of development in the TIME offices. During 1930 a weekly service of outstanding news dramatizations had been syndicated by means of recordings to a group of 110 leading broadcasting stations in various parts of the United States. At the beginning of 1931, TIME gave up this service in order to concentrate on a new development of the concept. For three months the program and production experts of the Columbia Broadcasting System together with the radio department of Batten, Barton, Durstine and Osborn, advertising agency, cooperated with TIME in working out the final basis for the new program series. The "March of Time" first went on the air on Friday, March 6, 1931.

Arthur Pryor, Jr., was in charge of producing the program. Though the weekly performance lasted but half an hour, the show was rehearsed over twelve hours each week. Howard Barlow, Columbia conductor, cooperated in scoring and directing the musical part which added so much to its completeness and atmosphere. A battery of three sound-effects experts was used to sustain the correct atmosphere. Each week the outstanding news developments were scanned and seven or eight leading in importance were picked for radio

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A scene from the recent Spanish revolution is being depicted under the direction of Don Stouffer, seated at right. Harry Vonzell, announcer, is shown in front as the "Voice of Time." The setting is the CBS "World Studio."

Property Rights Issue Revived As Chicago Stations Are Deleted

WIBO and WPCC Appeal Order Favoring WJKS; WMBB-WOK Loses 3-Year Court Fight

THE QUESTIONS of property rights of broadcasting stations and of the constitutionality of the Radio Act of 1927 are back before the courts stronger than ever as a result of the Radio Commission's action of Oct. 16 ordering WIBO and WPCC, both of Chicago, off the air and assigning their facilities to WJKS, Gary, Ind. Action was taken in purported compliance with the Davis equalization amendment.

By coincidence, the new appeals follow what amounts to a final adjudication of similar issues by the Circuit Court of Appeals at Chicago in the three-year old case of WMBB-WOK, also of Chicago. A fortnight ago the court denied a petition for rehearing of this case, filed by the American Bond & Mortgage Co., former licensee of the station, which was removed from the air by the Commission in September, 1928, to relieve congestion. The alternative left the appellant is a plea to the U. S. Supreme Court for review, but it is believed that no such effort will be made.

The new cases have been taken to the Court of Appeals of the District of Columbia and are believed to present more comprehensive issues. Stay orders to restrain the Commission from making effective its decision are requested, and, if the usual procedure is followed, the court will grant them, and thus permit the stations to remain in operation during the litigation.

The Commission reversed the recommendation of Chief Examiner Ellis A. Yost in the Chicago cases. Mr. Yost, who held lengthy hearings last April, reached the conclusion that there was nothing in the Radio Act and the Davis amendment or in General Order 102, relating to quota allocations, to justify the granting of the WJKS application, and the "practical destruction" of WIBO and WPCC.

CHARGE CONFISCATION

WIBO, owned by the Nelson Brothers Bond and Mortgage Co., and WPCC, owned by the North Shore Church, share time on 560 kc., the former with 1 kw. and the latter with 500 watts. WJKS is licensed to the Johnson-Kennedy Corporation, and controlled by Ralph Atlass, of Chicago. It now is assigned to 1360 kc., sharing with WGES, Chicago, and using 1 kw. night and 1250 watts until local sunset.

In his appeal Levi Cooke, counsel for WIBO, charged the Commission's decision did not follow the law, that it represented confiscation of property without due process of law, and that it proposed to destroy the investment of \$300,000 in the station. He contended that the Davis Amendment and General Order 102 could not apply since Illinois is delinquent in regional station facilities, as pointed out by Mr. Yost. WPCC's appeal was along the same general lines.

At the hearings WJKS was represented by Mrs. Mabel Walker Willebrandt, former assistant At-

torney General. Following the Yost recommendation against the Gary station, she filed with the Commission a bill of exceptions in which she charged, among other things, that Mr. Yost had "muddled" the whole question and had exceeded the province of an examiner in his recommendations.

In its statement of facts and grounds for decision the Commission said it found that the two Chicago stations are not rendering service of distinctive character and that their deletion would not deprive Chicago listeners of program service which they are not now getting from other stations. Moreover, it brought out that Indiana is 2.08 units, or the equivalent of approximately two stations of 1 kw. each under quota, while Illinois is 12.49 units over quota.

RAISED PROPERTY ISSUE

THE WMBB-WOK case now off the court records, was the first to raise the issue of property rights and of the constitutionality of the radio act. WMBB-WOK challenged not only the right of Congress to regulate broadcasting but also the legality of the Federal Radio Commission, which was created by the radio act. Moreover, it was contended that the Commission, by removing the Chicago station from the air, had confiscated its property without compensation and without due process of law, in violation of the Fifth Amendment to the Constitution.

After the Commission removed WMBB-WOK, the owners announced their intention of broadcasting without a license. This was blocked by an injunction issued by the Federal District Court in Chicago, presided over by Judge J. H. Wilkerson. On March 1, 1929, Judge Wilkerson rendered his opinion in which he upheld the radio act and denied the contention of property rights.

An appeal was taken to the Circuit Court of Appeals, which certified five questions on this and a related case to the Supreme Court. Last January, however, the Supreme Court remanded the case to the Circuit Court, after hearing arguments, on the ground that the questions were too indefinite. Subsequently the case was argued before the latter court, with Assistant Attorney General John Lord O'Brian as counsel for the Government. This court last July handed down its opinion in which it sustained, in substance, the findings of Judge Wilkerson.

The new ruling of the court settles the question of constitutionality unless an appeal on certiorari is sought and accepted by the Supreme Court. The Circuit Court, in holding that Congress has the power to regulate broadcasting as interstate commerce, said "it would exercise its power in the only manner which would accomplish the desired end, which was through elimination of a plurality of broadcasting stations operating on the same wave length in the same territory as the same time."

As to property rights the court



Maj. Gen. Geo. S. Gibbs

MAJ. GEN. GEORGE S. GIBBS, recently retired chief of the Army Signal Corps, who joined the International Telephone and Telegraph Co. on July 1 as vice president in charge of telegraph, cable and radio communications subsidiaries, was elected president of the Postal Telegraph-Cable Co. by action of the board of directors Oct. 15. He succeeds Clarence H. Mackay, elected board chairman. A. H. Griswold was named executive vice president and William J. Deegan vice president and comptroller.

Broadcasters Are Urged To Advertise Services

ADVERTISING campaigns designed to call general attention to the advantages of using broadcasting stations as well as other communication services were recommended to the communications enterprises of the continent by the Fourth Pan American Commercial Conference in session at Washington in October.

A resolution emphasizing the importance of "illustrated advertising" was adopted by the conference on motion of its committee on communications. It recommended that the attention of private enterprises and governments which control electrical communications be called "to the advantages derived from illustrated advertising on the cost and benefits obtained from the utilization of the various services which they have established."

Another recommendation urged the countries of America to enter into agreements for the regulation of communications in view of interference that has developed between radio stations. Such interference was described as a "serious obstacle to the development of international communications."

The resolution was adopted as introduced by Luis Sanchez, of the Mexican Government's radio administration.

held that "every investment in broadcasting stations was subject to this exercise of reasonable and necessary regulation by Congress. As against such possible regulation there existed no vested right in favor of investors."

Press-Radio Fight May Bring Ruling

THE RIGHT of newspapers to engage in direct competition with existing broadcasting stations in their communities may be passed upon by the Federal Radio Commission soon in deciding a newspaper-radio controversy at Williamsport, Pa.

The point was raised before Chief Examiner Ellis A. Yost, but he said it was not his purpose to make this a test case, adding that he would submit his recommendations solely on the basis of public interest, convenience, and necessity. Through Elisha Hanson, its counsel, the Sun-Gazette Co., of Williamsport, publishers of the Sun and the Gazette & Bulletin, raised the question in presenting evidence supporting their application for authority to build a new 100-watt station to share time with WRAK, Williamsport, now using full time on 1370 kilocycles.

Mr. Hanson, who also is counsel for the American Newspaper Publishers Association, said the matter was considered by that association and by the Pennsylvania state branch as a test to protect the advertising rights of newspapers. The application was opposed by C. R. Cummins, owner of WRAK, who declared that if the application were granted, he, in effect, would have to go out of business. Mr. Cummins asserted the Pennsylvania state association had appropriated \$500 to bring the Sun-Gazette application before the Commission.

"We are interested," said Mr. Hanson, "because any one has the freedom to enter the newspaper business, while radio stations are more or less in a protected position by the license they hold from the Radio Commission."

While Mr. Yost may not discuss the general newspaper-radio issue in his report, the Commission can take cognizance of it through the record in the case.

WOV Wins Battle On Insurance Law

STATION WOV, New York City, recently won an interesting legal battle over insurance advertising, according to Edward Dukoff, director. WOV was awarded the decision in the case of the New York State Insurance Department versus the International Broadcasting Corporation on charges of violation of the New York state insurance law, which states that it is a misdemeanor to solicit insurance for a foreign company. WOV was charged with soliciting insurance for the Union Mutual Life Insurance Company of Iowa by means of electrical transcription broadcasts.

Magistrate Weil, Harlem magistrates court, held that broadcasting as done by the insurance company, i.e., merely stating the nature of the policy and requesting that inquiries be made, is advertising and not solicitation. The court defined solicit as meaning "to earnestly request," while advertising is merely to state facts. John Iraci, president of WOV, fought the case through the courts for six months.

Dual Operation Test Shows Results

Engineer Claims Greater Coverage and Loss of "Squeal" Through 4-Station Common Frequency Experiment

BY T. A. M. CRAVEN



IN MARCH, 1931, four independent radio stations ventured forth on what may be the beginning of a new era in broadcasting. This venture is so well advanced on the road to success that today is an opportune time to take note of the results accomplished by these four pioneers.

The most important phase of this new thought in broadcasting is the complete acceptance on the part of the individual managements of the four stations of the underlying necessity for cooperative action in place of the usual non-cooperative fever which is the bugbear of so many radio stations of today.

Having accepted this principle of cooperation, the next phase of importance was the application of engineering principles to increase coverage and quality of service.

The four stations engaged in this pioneering work are WHP, Harrisburg, Pa.; WOKO, Albany, N. Y.; WHEC, Rochester, N. Y., and WCAH, Columbus, O., all subscribers to CBS programs. WBAK, the state police station at Harrisburg, Pa., cooperated handsomely in assisting in this advance of science.

The distance in miles between the four stations is as follows:

	WHP	WCAH	WHEC	WOKO
WHP	---	330 mi.	215 mi.	240 mi.
WCAH	330 mi.	---	370 mi.	530 mi.
WHEC	215 mi.	370 mi.	---	205 mi.
WOKO	240 mi.	530 mi.	205 mi.	---

OBJECT OF EXPERIMENT

THESE distances vary from one-third to one-half of that which is considered standard. The object of the experiment was to determine whether this below standard geographical separation between stations operating simultaneously on the same frequency could be maintained without detriment to the service of each.

These stations are licensed for 500 watts operation with the exception of WHP, which is licensed for 1,000 watts in the daytime and 500 watts at night.

WOKO of Albany, N. Y., and WHEC of Rochester, N. Y., formerly operated on 1440 kc. with a time-sharing arrangement at night. Their service was subjected to severe interference from stations on the same channel. This interference, combined with the time-sharing feature, was an unsatisfactory condition from both an economic standpoint and from the point of view of service rendered the public.

WHP of Harrisburg, and WCAH of Columbus, formerly operated on 1430 kc. with a time-sharing arrangement. In addition, WHP shared time with WBAK, also of Harrisburg. This condition was unsatisfactory from an economic standpoint to all of the stations involved.

These four stations now operate simultaneously on 1430 kc. This means that each has full time, except that WHP still shares with WBAK, the other station on the same channel in the same city. WBAK uses the transmitter of WHP during the experiment.

Observations made during the past summer show that within the normal protected service area of these stations mutual radio interference is of such a slight degree as to make service entirely acceptable and saleable. In fact, the interference between the four stations is much less than that created by stations on adjacent channels. This is a remarkable situation, differing greatly from the conditions usually resulting from the heterodyne "squeals" one so frequently encounters between regional and local stations separated at greater distances than those of the four pioneer stations.

"SQUEAL" DOOMED

THE HETERODYNE "squeal" is now doomed. In its place we will have a "flutter," but this "flutter" will occur at greater distances from the station than the former "squeal." In other words, the coverage will be increased. This is especially true when stations broadcast the same program, such as those used at chain stations.

Thus, so far, the four stations are enjoying more time and experiencing less interference and hence can render an improved service to the public with an increased economic return.

All of this is accomplished in a very simple and inexpensive manner within each of the stations. No extra land wires are required to connect the stations. Considering the returns which will accrue to the stations, the capital invested is remarkably small.

In a few words, the equipment required at each station is merely a frequency control unit capable of being tuned and maintaining the station frequency with more than the usual degree of accuracy. In addition, there is required an accurate frequency checking device independent of the control unit. At one of the stations this frequency checking device should be of extra accuracy and so fitted that this station can check the frequency of the other three stations, and thus permit the maintenance of a near "zero beat" relation. Such a relation means that the stations are using exactly the same frequency instead of slightly differing frequencies such as is usually the case with broadcasting stations licensed for the same channel.

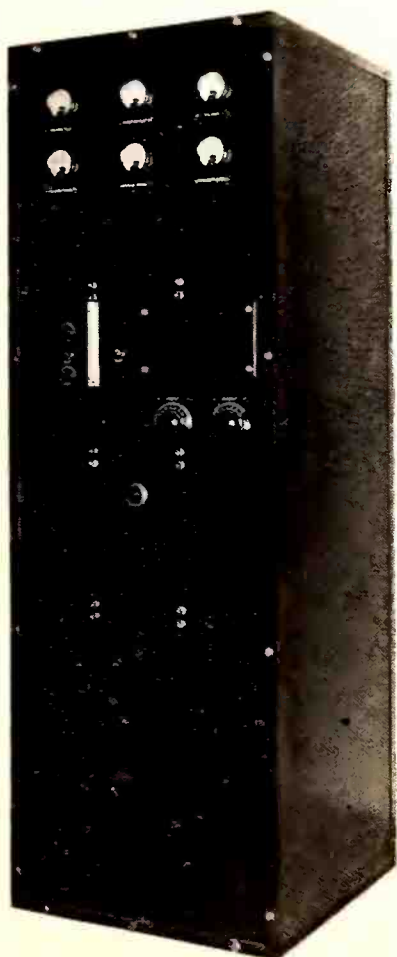
The important features of the equipment are the capability of tuning to within a few cycles, the maintenance of this tuning to a constant value under changeable conditions, and the ability to check the "zero beat" relation.

MADE IN WASHINGTON

THE EQUIPMENT used by the four stations was specially designed and manufactured by the Radio Research Company, Inc., of Washington, D. C., which specializes in practical applications of high precision work.

A significant feature of the four station experiment is that all of the new equipment is required by the new orders of the Federal Radio Commission, except that pertaining to the degree of accuracy and the extra tuning device at the one station. Thus it can be seen that the cost of this extra degree of accuracy is so small in comparison with the returns resulting from service rendered by the stations that it represents an outstanding advance in the practical art of broadcasting.

The coming of winter, with its normal increase of adverse interference conditions, will be a test for these four pioneer stations. It will demonstrate whether or not further steps are necessary. It is predicted that such steps will not be required, but if by chance such a need is proved there remains a probability of solution. This solution will have to be in the nature of reducing the effect of the "sky wave." This is the wave that carries the interference to a distance. The actual solution of this phase of the problem will have to lay in antenna design. Fortunately for the stations any steps along these



Control Panel Used in 4-Station Common Frequency Experiment

lines will also result in a further increase of coverage.

The experiment to date indicates that, while the results cannot be called a general panacea for the improvement of broadcasting as a whole, there has been demonstrated the possibility of many applications which will be to the advantage of both the public and the individual broadcasting station. In any event, based upon the observations made in the summer months, there is assured a complete absence of the phenomenon called audible heterodyne, which is the "squeal" of broadcasting, and a substantial increase in the quality and coverage of the service of these broadcasting stations.

Community Station Plan to Be Refiled

THE APPLICATION of Community Radio, a corporation to be formed, for 25 channels for the exclusive use of community broadcasting stations in 267 cities will be refiled within a few months, according to C. R. Cummins, Williamsport, Pa., sponsor of the project.

In Washington on Oct. 20 to attend a hearing involving his station, WRAK, Williamsport, Mr. Cummins said the application would be resubmitted just as soon as certain tests are conducted involving operation of local stations on channels only two kilocycles wide. The whole plan hinges on the blocking off of 25 channels to be used by stations on the two kilocycles separation basis. Power would be allotted to the cities and towns in which stations would be allocated on the basis of one watt per 1,000 population.

The original application was filed by Mr. Cummins as trustee for Community Radio last March, and a hearing was scheduled for Oct. 16. The hearing, however, was ordered in default by the Commission because Mr. Cummins had failed to file the necessary appearance papers.

The application enumerated the cities and towns in which the 267 stations would be located. By states, the stations were to be allotted as follows: Pennsylvania, 41; Massachusetts, 38; Ohio, 32; Illinois, 28; New York, 22; Michigan, 21; Connecticut, 17; Indiana, 17; New Jersey, 11; New Hampshire, 9; Maine, 8; Rhode Island, 7; Kentucky, 6; West Virginia, 5; Wisconsin, 3; and Iowa, 2.

Bay City Station Files Appeal on Wave Shift

AN APPEAL from the Federal Radio Commission's decision denying WBCM, Bay City, Mich., a change in frequency from 1410 to 940 kc., with its present power of 500 watts and unlimited time, was filed in the Court of Appeals of the District of Columbia Oct. 21. (Court of Appeals No. 5528).

Claiming that the purpose of the application was to obtain from the Commission maximum restoration of its former service area with minimum disturbance to the present allocation, the petition said the Commission assigned seven stations to the 1410 kc. channel without notice of hearing to WBCM. As a result, it charged, the service area of the station was reduced.

Lottery Law Seen At Next Congress

Commission Counsel Predicts Introduction of Measure



Thad H. Brown

LEGISLATION to prohibit the broadcasting of lotteries or games of chance will be introduced at the next session of Congress, in the opinion of Thad H. Brown, general counsel of the Federal Radio Commission.

In an address on radio and the press before the Ohio Select List of Dailies, at Columbus, on Oct. 19, Col. Brown recalled the activities of the Commission only a few months ago with respect to lotteries. These were a direct outgrowth of the action of the American Newspaper Association, which at its convention last April adopted a resolution favoring the bringing of broadcasting under federal lottery laws.

"Undoubtedly, legislation will be proposed to Congress at the coming session making illegal the transmission by radio broadcast stations of any lottery or game of chance," he declared.

Similar legislation has been introduced during the past several years but failed of enactment. Because of the pressure brought to bear by newspapers, particularly those in rural areas which in former days derived a substantial revenue from lottery advertisements but which now are prohibited from accepting them by the postal laws, it is generally believed that such a bill could be enacted at the next session with only negligible opposition.

The Commission, Col. Brown brought out, was informed by its legal division that the radio act does not give it the authority to prohibit by regulation the advertisement of lottery over radio and that the subject is a matter for legislation by Congress. The division has been called upon, he said, to make an examination of a lottery bill which will be introduced at the forthcoming session.

Col. Brown said that the legal division maintains a close check of station programs, and that while the radio act specifically prohibits the Commission from exercising censorship, the courts have upheld it in the consideration of programs as a means of determining whether public interest would be served by the continued operation of the station. He cited the case of Dr. John R. Brinkley, whose KFKB, Milford, Kans., was removed as clearly establishing that principle.

"This case is of tremendous importance," he declared, "in that it recognizes the right of the United States Government, through the Federal Radio Commission, to determine whether or not a particular type of program is in the public interest."

Col. Brown discussed also the manner in which radio communication facilities are being employed by press groups for the gathering and dissemination of news. He said there are 614 broadcasting stations in this country, of which 91 are "owned by newspapers."

Westinghouse Will Hold Stations, Says Merrick

PRESS reports that the Westinghouse Company will soon turn over the operation and management of its broadcasting stations to NBC are emphatically denied in a statement by F. A. Merrick, Westinghouse president. The statement says:

"Certain rumors which have been brought to my attention have been to the effect that the Westinghouse Electric and Manufacturing Company is contemplating disposing of its interest in radio stations KDKA in Pittsburgh, WBZ in Boston, WBZA in Springfield, and KYW in Chicago. Westinghouse Company has no intention of divesting itself of ownership, operation or control of its broadcasting stations or any one of them. These stations have been and we expect to continue them as pioneers in the business of broadcasting and its continued development and progress."

May Go Commercial

KSMR, Santa Maria, Cal., owned by the Santa Maria Valley R. R. of the Capt. Allen Hancock interests and hitherto operating as a non-commercial station, may go commercial in December, an option to purchase having been granted to certain interests.

Our Fun-Magnate

MAJOR-Domo S. L. (Roxy) Rothafel's recent visit to Savoy Hill, home of the British Broadcasting Corporation, in the interests of the Radio City project, led Wireless World of London to describe him as "one of the big fun-magnates of the United States." Continued the British periodical: "What he and his 'gang' don't know about broadcasting could be sandwiched between the pips of the Greenwich time signal . . . I am glad to think that Americans can pick up ideas over here."

Combination Discounts

TEN per cent discount from card rates is offered sponsors taking KSEI, Pocatello, Ida., and KTFI, Twin Falls, Ida., affiliated stations, if both stations are used and the contract is handled through KSEI. Robert E. Lee, Jr., is KSEI manager. A combination rate is also being offered over KFPY, Spokane, and KGIR, Butte, through a co-operative arrangement between those stations. In addition, a Washington state hookup can be arranged by adding KOL, Seattle, and KOIN, Portland.

Wrigley vs. Amos 'n' Andy

Battle Looms for Eastern Following as Chorus Girl Skit Takes Competing Time Over CBS

THE radio world—listening public as well as production interests—is sitting back with eager anticipation to watch the result of what it considers the audacious challenge flung out by William Wrigley, Jr. Company in introducing its much-advertised million dollar skit, "Myrt and Marge," in direct competition in time with the already established and ever popular Amos 'n' Andy.

To be sure, the conflict occurs during only one broadcast—that on the eastern seaboard between 7 and 7:15 p.m. E.S.T., but the market reached by that network is one of the most vital in radio's order of things. The feature will be heard five nights a week, beginning Nov. 2.

Since those lovable stars, Correll and Gosden, skyrocketed to radio heights with their Amos 'n' Andy, that 15 minutes has been a drug on any station except that carrying the skit. But now comes the Wrigley feature over CBS at the same time to challenge the idea that the world agrees on an identical radio menu.

The feature, the adventures of two chorus girls, written and acted by a team of ex-show beauties, is the biggest one coming out of the Chicago studios of CBS and covers the country from coast to coast, including the Don Lee network at the Pacific end. Besides the 7 o'clock eastern show, there is a second broadcast going to the middle and far west from 10:45 to 11 o'clock E.S.T. This period immediately precedes Amos 'n' Andy in those territories. The skit runs five nights a week.

The show itself, and the fact of its existence, is a story in itself. For many moons almost everyone that had any idea for a radio production has approached P. K. Wrigley or his father, William Wrigley, Jr. But all has been to no avail.

Not so with Myrtle Vail, an ex-show girl. This young lady had an idea. She got it one evening while listening to radio programs. Writing out three or four suggested episodes, she obtained a letter of introduction to P. K. Wrigley from a friend, interviewed the Wrigley president in his office, gave an impromptu audition reading all the parts herself, and landed a contract then and there. The act is to run for 52 weeks, and, though both girls taking the leads are new to radio, CBS and Wrigley officials are confident of its success.

The continuity combines heart-throbs and wise-cracks. It opens at a rehearsal for a show and takes place for the most part back-stage with full theatrical effects including orchestra and extras. As the plot progresses an aspiring attorney, a scheming and black-mailing brother of one of the girls, and other characters are woven into the drama.

But with the opening of the program, the mystery that has surrounded the subject matter of the skit must take second place in public interest to the outcome of the battle for the listening public on the eastern stations between Pepsi's Amos 'n' Andy and Wrigley's "Myrt and Marge."

KYW Boasts Model Newspaper Tie-up

Herald and Examiner Offers Advertisers Radio Time

WESTINGHOUSE'S KYW, Chicago, and the Chicago Herald and Examiner, its full-time lessee, have worked out a tie-up between newspaper and radio that has proved very satisfactory and offers an example to the numerous stations and newspapers throughout the country that have been attempting to solve this problem.

The tie-up is an advertising one pure and simple—although, of course, certain times during the day are set aside for Herald and Examiner editorial features and promotion. KYW contracts state that any local advertiser using 5,000 or more lines in the Herald and Examiner annually is entitled to a 15 per cent discount in rates over and above all other standard discounts.

Not only that, but a definite tie-up has been established in several daily features on the air.

For instance, there is a program called "State Street Tomorrow," which appears each day from 10 to 10:20 p. m. except Sunday, when it is moved up to 10:15 to 10:35. For this broadcast eight large State Street stores contract with the Herald and Examiner for a certain amount of space annually. Then each of the eight stores gets one advertising mention during the "State Street Tomorrow" program with the orchestra.

The stores are rotated in order-of-mention alphabetically so there is no conflict or preference shown. The announcements may touch upon the store directly, any special offering, and may refer to the advertisements in the Herald and Examiner.

The "Marshall Field and Company Musical Clock" runs from 7 to 9 o'clock each morning. A girl gives a correct time announcement every five minutes. The commercial announcements every 15 or 20 minutes are by a male announcer. The program consists of phonograph records and includes every variety of recording.

"The Musical Clock" was originated many years ago as a station sustaining feature. It became so popular that Marshall Field and Company became interested. They contracted for a week's test, were satisfied and contracted for six months, renewed this contract for another six months and at the end of the year contracted for the feature for an unannounced period.

Producer Loses Attempt To End Song Broadcast

PETITION of George White, New York theatrical producer, to enjoin three radio organizations from broadcasting songs from the current "Scandals," has been denied by Justice John E. McGeehan in the State Supreme Court. Defendants were the NBC, CBS and WOR.

Mr. White contended he held ownership rights on songs that were being sung on the air and that he had not sanctioned their use on radio. The defendants pointed out that they had obtained permission to broadcast the songs from DeSilva, Brown and Henderson, publishers of sheet music.

Zone and State Quotas Remain Unequalized in New Tabulation

Wide Disparities Still Exist Despite Commission's Efforts to Observe Davis Amendment

WIDE disparities in the distribution of broadcasting facilities among the five radio zones and the states continue to exist, despite the efforts of the Federal Radio Commission to bring about the equalization required by the Davis amendment, the Commission's latest compilation of quota figures reveals.

In substance, the figures show that the Davis amendment, which became law in 1928, is still inoperative, and that approximately one-half of the states are over-quota, with the other half more or less delinquent in facilities. As a matter of fact, records show that on the whole the disparity of assignments is even greater now than it was before the so-called quota regulation (General Order 102) was adopted last January, due to the fact that at the time this order was adopted simultaneous day operation was not charged to quota.

The figures show that the country is exactly 34 units over-quota, or approximately the equivalent of that number of 1 kw. stations operating full time on regional channels. The Commission has established the arbitrary figure of 400 units as the total to which the country is entitled, or 80 to each zone.

Of the 48 states, 23 are over-quota and 25 under-quota. Three territorial possessions (Hawaii, Porto Rico and the Virgin Islands) and the District of Columbia are delinquent in facilities, while Alaska is over-quota .32 of one unit.

ZONES ARE UNEQUAL

THE view is held that the Davis amendment is inoperative because it is physically impossible to assign all of the facility factors equally among the five zones when they are so disproportionate in size, but are approximately equal in population. The amendment declares this shall be done to bring about equality both of reception and transmission.

In spite of the Commission's efforts to comply with the Davis amendment, it is indicated by the quota figures that the natural laws of economics frustrate the working out of a mathematical distribution of facilities if interference is to be averted. It is hoped that the new frequency deviation regulation, (General Order 116) which becomes effective next July, and which provides for a reduction in tolerance from 500 cycles plus or minus, to fifty cycles, will permit

the successful operation of all stations on the air without as much interference as now exists.

A comparison of the quota units as of January 8, when General Order 102 became effective, with the current figures, discloses that the Fourth or Middle-Western zone—

89.29 units, which made it 9.29 units over-quota, to a total of 92.54 units, or 12.54 units over-quota.

In the cases of the other three zones, changes have been effected since the first of the year in accord with the intent of General Order 102. The Fifth or Pacific zone, for example, last January was 13.25 units in excess of the 80 units to which it is entitled, while the new figures show it to be but 12.73 units over-quota. The First or Eastern zone was 5.17 units under-quota at the beginning of the year, as against 4.24 units under-

sis of quotas for January as compared with the new figures. Illinois, as the most over-quota state in the country, was 10.00 units in excess of its quota at the beginning of the year, and since then has acquired 2.49 units additional. Pennsylvania, as the most under-quota state in units, lacked 7.95 of the 27.64 units to which it is entitled on January 1, but was still 7.39 units below quota when the new figures were compiled. There are nine states, however, which are more under-quota than Pennsylvania, on a percentage basis.

In defense of the Commission it was pointed out that the grants of facilities in over-quota states and zones since the adoption of the new quota regulation were not actual violations of General Order 102, but resulted from the simultaneous day operation of stations on the same channel, which were going on before the order was adopted. Previously, these day assignments had not been charged to state or zone quotas.

1930 CENSUS BASIS

JUST six weeks ago, the Commission adopted the official 1930 population census figures as the basis for computing the distribution of broadcasting facilities, but they had very little effect upon the general distribution. Up to that time, the preliminary figures released by the Department of Commerce covering the 1930 population census were employed in following out the terms of the Davis amendment.

This new tabulation showed differences between the quota units due under the preliminary figures and the final census figures affected 33 states, Porto Rico and the District of Columbia. No state gained more than .05 of a unit, which occurred in the case of New Jersey, while the greatest loss was .04 of a unit, in the case of Kentucky. The changes were as follows:

New Jersey, +.05; Kentucky, -.04; New York, -.03; Indiana, +.03; Utah, +.03; Connecticut, +.02; Porto Rico, -.02; District of Columbia, +.02; New Hampshire, -.02; Ohio, +.02; Alabama, -.02; Louisiana, +.02; Illinois, +.02; Minnesota, -.02; Nebraska, -.02; Colorado, -.02; New Mexico, -.02; Massachusetts, -.01.

Maryland, -.01; Pennsylvania, -.01; Michigan, +.01; Virginia, +.01; West Virginia, +.01; North Carolina, -.01; Georgia, +.01; Arkansas, -.01; South Carolina, +.01; Missouri, -.01; Wisconsin, +.01; Kansas, -.01; South Dakota, +.01; North Dakota, -.01; California, +.01; Washington, -.01; Montana, +.01.

KOIN, Portland, Ore., is building a new addition to house its technical department.

"Quo Quota Quantum"

FIRST ZONE						
	Population	Zone Facilities Due	Quota Units Due	Present Quota Assigned	Over Under Units	or Quota Per cent
New York	12,588,066	43.83	35.07	89.20	+ 4.13	+ 12
Massachusetts	4,249,614	14.80	11.34	9.98	- 1.86	- 16
New Jersey	4,041,334	14.07	11.26	11.53	+ 0.27	+ 3
Maryland	1,631,526	5.68	4.55	4.10	- 0.45	- 10
Connecticut	1,606,903	5.60	4.48	3.55	- 0.93	- 21
Porto Rico	1,543,913	5.38	4.30	0.40	- 3.90	- 91
Maine	797,423	2.78	2.22	2.20	- 0.02	- 1
Rhode Island	687,497	2.39	1.91	1.40	- 0.51	- 27
District of Columbia	486,869	1.69	1.85	1.80	- 0.05	- 4
New Hampshire	465,293	1.62	1.29	0.80	- 0.49	- 38
Vermont	869,611	1.25	1.00	0.60	- 0.40	- 40
Delaware	238,380	.83	.67	0.70	+ 0.03	+ 4
Virgin Islands	22,012	.08	.06	—	- 0.06	-100
Total	28,718,441	100.00	80.00	75.76	- 4.24	- 5
SECOND ZONE						
Pennsylvania	9,631,350	34.54	27.63	20.24	- 7.39	- 27
Ohio	6,646,697	23.84	19.07	18.65	- 0.42	- 2
Michigan	4,842,325	17.36	13.89	11.40	- 2.49	- 18
Kentucky	2,614,589	9.38	7.50	7.62	+ 0.12	+ 2
Virginia	2,421,851	8.68	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	6.20	4.96	4.95	- 0.1	- 0
Total	27,886,017	100.00	80.00	72.36	- 7.64	- 10
THIRD ZONE						
Texas	5,824,715	20.27	16.22	22.77	+ 6.55	+ 40
North Carolina	3,170,276	11.03	8.82	7.82	- 1.00	- 11
Georgia	2,908,506	10.12	8.10	7.95	- 0.15	- 2
Alabama	2,646,248	9.21	7.37	6.22	- 1.15	- 16
Tennessee	2,616,556	9.11	7.29	12.83	+ 5.54	+ 76
Oklahoma	2,396,040	8.34	6.67	9.00	+ 2.33	+ 35
Louisiana	2,101,593	7.31	5.85	8.50	+ 2.65	+ 45
Mississippi	2,009,821	7.00	5.60	3.00	- 2.60	- 46
Arkansas	1,854,482	6.54	5.16	4.40	- 0.76	- 15
South Carolina	1,738,765	6.05	4.83	1.70	- 3.13	- 65
Florida	1,468,211	5.11	4.09	8.35	+ 4.26	+104
Total	28,735,213	100.00	80.00	92.54	+12.54	+ 16
FOURTH ZONE						
Illinois	7,630,654	28.15	22.52	34.67	+12.15	+ 54
Missouri	3,629,367	13.39	10.71	12.05	+ 1.34	+ 12
Indiana	3,238,503	11.05	9.56	7.48	- 2.08	- 22
Wisconsin	2,939,006	10.84	8.67	7.95	- 0.72	- 8
Minnesota	2,563,953	9.46	7.57	9.04	+ 1.47	+ 19
Iowa	2,470,939	9.12	7.30	11.45	+ 4.15	+ 57
Kansas	1,880,999	6.94	5.55	4.71	- 0.84	- 15
Nebraska	1,377,963	5.08	4.06	7.26	+ 3.20	+ 79
South Dakota	692,849	2.56	2.05	3.01	+ 0.96	+ 47
North Dakota	680,845	2.51	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	100.00	80.00	100.61	+20.61	+ 26
FIFTH ZONE						
California	5,677,251	46.07	36.86	36.43	- 0.43	- 1
Washington	1,563,396	12.69	10.15	15.80	+ 5.65	+ 56
Colorado	1,035,791	8.40	6.72	9.42	+ 2.70	+ 40
Oregon	953,786	7.74	6.19	9.15	+ 2.96	+ 48
Montana	537,606	4.36	3.49	3.00	- 0.49	- 14
Utah	507,847	4.12	3.30	6.60	+ 3.30	+100
Idaho	445,032	3.61	2.89	2.60	- 0.29	- 10
Arizona	435,573	3.53	2.83	2.60	- 0.23	- 8
New Mexico	423,317	3.44	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.99	2.39	1.40	- 0.99	- 41
Wyoming	225,565	1.83	1.46	0.20	- 1.26	- 86
Nevada	91,058	.74	.59	0.80	+ 0.21	+ 36
Alaska	59,278	.48	.38	.70	+ 0.32	+ 84
Total	12,323,836	100.00	80.00	92.73	+12.73	+ 16

the most over-quota in the nation—actually has increased in units assigned. On January 8 it had a total of 96.60 units and was 16.60 units in excess of its quota, whereas the new figures show it is 20.05 units over. The Third or Southern zone also enjoyed an increase from

quota now, while the Second or East Central zone now is 7.64 units under-quota as compared with 9.94 units under quota at the beginning of the year.

Changes in the status of the individual states of material significance also are shown in the analy-

BROADCASTING

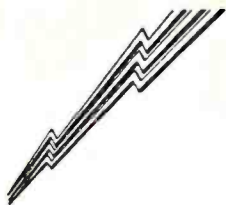
THE NEWS MAGAZINE of
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager

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Brass Tacks

AMERICAN broadcasting has reached the stage of stabilization. The era of reckless development is over. Henceforth, American broadcasting must build along sound social as well as sound economic lines. No group of men are better aware of this than the broadcasters themselves, as was evidenced by the proceedings of the NAB convention in Detroit last week.

This country's broadcasting must be maintained at a high level with a maximum of self-regulation and a minimum of outside intervention. Realization of this was indelibly impressed upon the broadcasters by important figures in public life and private enterprise who addressed them.

Unless the broadcasters present a united front and keep their own houses in order, the insidious campaigns of outside interests, who though they do not say so openly would destroy Radio by the American Plan, may gain force. To arouse public sentiment—which apparently does not want to be aroused against the American system—these enemies have contrived campaigns against too much advertising and against any little flaws they might discern in the American structure.

They ignore the high standards most of the organized broadcasters have achieved or are seeking to achieve. Actually, we know that their motives are selfish—that they either want radio to themselves or fear radio as a competitive force in business or social leadership. Happily, these enemies are divided among themselves, with few of them offering any constructive alternatives to the present system and each of them opposed to the other's theories and ambitions.

In so young and so successful an enterprise as broadcasting, mistakes naturally are being made. With respect to advertising, for example, we concur in the view that there isn't too much advertising but that there is too much poorly done. This will undoubtedly remedy itself, however, as broadcast hours, which cannot be added like the pages of a newspaper, are held at greater premium and the broadcasters can pick and choose their accounts more discriminately.

Striking at basic defects in their own structure and showing evidences of an acute consciousness of their public service duties, the broadcasters at their convention adopted a score of resolutions. Probably the most significant statement heard there was to the effect that service to the listener is the primary requisite to commercial success. If broadcasters generally will follow the course charted by the NAB convention, there isn't a force on earth that can assail them on any front with any hope of success.

Mexico

THE MEXICAN situation is becoming a matter of grave concern to American broadcasting and emphasizes the need for a definite understanding on the use of wave lengths by North American nations. The construction of eight or ten new stations just across the border is reported in the news columns of this issue. Interference already caused by XER, the new 75 kw. Brinkley station at Villa Acuna, just across the Rio Grande from Del Rio, Texas, focuses attention anew on the problem.

The longer the matter is delayed the more serious it will get. Stations going up in Mexico without regard for those here or in Canada acquire rights which grow more formidable with time. If steps were taken now the contingency might be met with least embarrassment to American broadcasting, and perhaps by a simple reallocation of Mexico's relatively few existing stations.

It would seem that it is Federal Radio Commission's province to suggest such a conference to the State Department. The Commission, however, has been inclined to side-step the whole issue, apparently marking time until the Madrid Conference next year in the expectation possibly that the solution will come through the widening of the broadcast band or the opening up of the European long waves on this continent.

Praise From Leaders

IT WAS gratifying indeed to perceive the note of satisfaction with the American system of broadcasting that marked President Hoover's address to the broadcasters in convention assembled in Detroit. Under private enterprise, President Hoover said, the lack of restraint upon programs and excellence of service without cost to listeners have avoided political and social conflicts and have preserved free speech in this country. In that sentiment a Progressive Democrat, Senator Dill, co-author of the Radio Act of 1927, also appears to agree, for it was Senator Dill who declared in a broadcast address last spring that "Radio in the United States should be kept as free as the press." Gratifying and significant, too, was the closing remark in the address by Senator White, who as former chairman of the House committee in charge of radio was author of the radio act on the House side of Congress: "Our system of communications are here in America a flame fusing our people into an American type, with common ideals and common aspirations for our country. You have splendidly met the obligations these considerations impose. That you will continue to do so, I do not doubt."

The RADIO BOOK SHELF

MR. ARTHUR W. SCHARFELD, in his recent article, "The Mexican Broadcasting Situation," in the July Journal of Radio Law, Air Law Institute, Northwestern University, has contributed an interesting and enlightening work on the legal problems involved in the regulation of radio communication as between Mexico, Canada and the United States. The work traces the history of Mexican communication from the time of the Indian courier to the use of radio. Attention is particularly drawn to the problems involved in determining the rights of broadcasters licensed to use a particular frequency in either the United States or Canada who find Mexican stations operating on their assignment. The seriousness of this problem has been brought home to broadcasters in this country during the last year by the erection of high power stations not only by Mexican but also by certain disgruntled broadcasters in the United States who have been denied licenses by the Federal Radio Commission.

The author has pointed out the international aspect of this problem and the complicated questions of priority of rights involved. Three possible solutions of this problem are suggested: (1) clearing certain regional channels by reducing the power of stations previously operating thereon and assigning them to local channels; (2) reducing the kilocycle separations by the regional and local channels; (3) extending the broadcast band to include frequencies below 550 kc. Since no provision has as yet been made as to what frequencies Mexico shall have exclusively, and in view of the present Mexican laws governing radio communications, the necessity of reaching some agreement between the North American nations is vital.

The author discusses these problems from purely a legal point of view. No attempt is made to deal with the intricate and complex political and economic problems which are necessarily involved in determining any international problem. It is worthy of the study of every person interested in seeing the formulation of an agreement for the regulation of radio communication among the North American nations.

THE AUGUST selection of the Scientific Book Club was Edgar Felix's "Television, Its Methods and Uses," (McGraw-Hill Book Co., New York City, \$2.50). This book is a comprehensive survey of the entire subject of television, largely in layman's language but also of real interest to technicians. The book should be especially interesting to broadcasters wondering what they should do to prepare themselves for television. Mr. Felix gives a frank and impartial analysis of the basic facts about visual broadcasting. One of his most significant points is that present television research is being conducted along long established lines and, once television emerges from the laboratory, it will find a complete advertising and entertainment structure ready to commercialize it. "There will be no long period of adjustment and development," he adds, without, however, venturing to predict when we may expect television to come. "It is no strain to prognostic powers to predict that television is 'just around the corner.' The probabilities are, however, that most of us are congregated hopefully on the wrong corner." The author has had wide experience in all phases of radio since its inception and writes with the authority of one who is well versed technically.

We Pay Our Respects to—



SENATOR WALLACE WHITE, Jr.

WHEN Wallace White, Jr. was a youth about to enter Bowdoin College back in the nineties, his father, then corporation counsel for the Boston & Maine and the Maine Central railroads, was determined that he should study engineering and that his brother Harold should take up the law. For Wallace, Jr. had a distinct penchant for technical subjects.

Exactly the reverse happened. Wallace, Jr. studied law, being graduated first from Bowdoin in 1899 and later taking up his legal studies after several years in Washington. Harold studied engineering, and today is a scientific farmer at Auburn, Me.

Nevertheless, Wallace, Jr. maintained his interest in things technical. That is probably why he took so keen an interest in radio when, in 1926 and 1927, as chairman of the House Committee on Marine and Fisheries, he had to divide his activities between shipping and the proposed regulation of radio.

It was Chairman Wallace White, who largely framed the Radio Act of 1927 in collaboration with Judge Stephen Davis, former solicitor of the Department of Commerce, at the instance of the then Secretary of Commerce, Herbert Hoover. On the Senate side, Senator C. C. Dill took the most active part in writing the new radio legislation, under which the Federal Radio

Commission was established and under which radio is now governed.

In the 1930 elections, Wallace White won the Senatorial toga of his state. In December, he enters the upper chamber of Congress for his first term, probably to become very actively identified with the radio legislation to come. He is not new to the Senate side of the Capitol. He served as secretary to his grandfather, the late Senator Frye of Maine, when that statesman was made president pro tem of the Senate upon the assassination of President McKinley, which took Vice President Roosevelt out of the presidential officer's chair.

First he served as assistant clerk to the Senate Committee on Commerce, then as secretary to Senator Frye. He studied law in 1903 and began practicing in Lewiston, Me. Politics beckoned. He took his seat in the House of Representatives with the convening of the extra session called by President Wilson in April, 1917, being reelected to Congress six times before becoming candidate for the Senate. He won in the Republican primaries over former Governor Brewster and was elected by a wide margin. One of his most notable assignments in radio was the chairmanship of the American delegation sent by President Hoover to Copenhagen last spring for the conference of the International Consultative Committee on Radio Communications.

PERSONAL NOTES

LOUIS C. COHN, formerly with the Bott Advertising Agency, Little Rock, Ark., has joined the sales staff of KRLA, Little Rock.

EDWARD KLAUBER, executive vice president of CBS, spent three weeks in October on a vacation motor tour in the south. Lawrence Lowman acted in his place.

JESSE S. BUTCHER, CBS director of public relations, recently addressed the University Club of Larchmont, N. Y., on "this thing called broadcasting."

CALLIE SIMPSON, star woman salesman of the commercial staff of KELW, Burbank, Cal., is in Wichita Falls, Tex., because of illness in the family.

THOMAS S. LEE, son of Don Lee, owner of KHJ, KFRC, KGB and other stations on the west coast, has joined the KHJ staff, Los Angeles, in the production department. Young Lee holds 43 cups won in sailboat racing.

THOUGH he plays a good trombone, is a Marconi graduate and is commanding officer of the communications section of the 12th naval reserve, Stephen Perkins, of KFI, Los Angeles, is attached neither to the program nor technical departments. Instead he is one of the station's star salesmen.

GEORGE TURNER, former public relations man for the Boston Grand Opera, more recently in publicity in Los Angeles, has joined KHJ, Los Angeles, as publicity director.

R. L. (ROXY) ROTHAFEL was due to return from his European tour in the interests of gathering talent and ideas for Radio City on Oct. 29. He was accompanied by O. B. Hanson, manager of NBC plant operation and engineering, and Gerald Chatfield, NBC technical art director.

J. P. FISHBURN, Jr., president of the Times World Corp., publisher of the Times and World News, Roanoke, Va., and owner of WDBJ, Roanoke, has been elected vice president of the United States Chamber of Commerce for the southeastern area.

BENJAMIN SOBY, director of sales promotion of the Westinghouse Radio

Stations, has just completed a speaking tour that included talks before advertising and civic groups in Washington, Columbus, Dayton and other cities.

DR. BEVERLY O. SKINNER, former president of Wilmington College, Ohio, has succeeded Dr. John L. Clifton as director of education of Ohio, and in that office is responsible for the Ohio School of the Air.

LESLIE S. GORDON, Chicago banker and manufacturer, has succeeded Charles G. Munn as president of the DeForest Radio Co. and Jenkins Television Corp., Passaic, N. J. Mr. Munn becomes chairman of the executive committee of both companies.

LEIGH E. ORE, formerly manager of WLBW, Oil City, Pa., and until recently manager of WJSV, Alexandria, Va., has joined the R. D. Wyly agency, Washington, D. C., as radio director.

DICK RICKARD, assistant production manager of KFRC, San Francisco, has taken up his new duties as manager of KGB, San Diego.

OLIVER MORTON, Chicago commercial representative of Westinghouse stations, has been appointed commercial manager of WBZ-WBZA, Boston-Springfield, to fill the vacancy created by Harold Higgins, resigned to join the staff of WBAL, Baltimore.

WESLEY W. WILCOX, baritone soloist, writer, critic, and studio director, has been appointed general manager and director of KFLV, Rockford, Ill. Aside from executive duties, Wilcox is heard in three feature daily and nightly programs.

MISS CRAIG RICE, until recently with WCLO, Janesville, Wis., and formerly with the Milwaukee Journal and the Chicago American, has joined the staff of the Beacon Syndicate, specializing in continuity scripts for radio stations.

W. L. GORMLEY, formerly with the Department of Agriculture, has joined the Continental Broadcasting Corporation as sales manager of the eastern distributors in Washington, D. C. Prior to his government connection, he was associated with WRAW, Reading, Pa.

WILLIAM J. WEBER, for several years national advertising manager and radio editor of the Charlotte (N. C.) News, has been appointed director of sales and sales promotion for WBT and the Dixie Network of CBS. C. D. Taylor, commercial manager, has resigned from WBT, effective November 1.

DON WITHYCOMB has been named NBC director of station relations, succeeding Glenn W. Payne, who is now assistant to George F. McClelland, vice president and general manager.

MARSHALL KRIEGER has been transferred from the news staff of the Louisville Courier-Journal to the sales staff of WHAS, Louisville.

JOHN M. OUTLER, JR., advertising manager of the Atlanta Journal's rotogravure section, has been appointed advertising manager of WSB, Atlanta, succeeding the late Fritz R. Hirsch.

C. A. GURNEY, commercial representative of WNAX, Yankton, S. D., has been making a tour of advertising agencies in Minneapolis and Chicago and will spend the early part of November in New York City in the interests of the station.

RALPH W. NIMMONS, formerly in production work at WBIG, Greensboro, N. C. and at one time with WRUF, Gainesville, Fla., has joined the announcing staff of WHAS, Louisville.

STEPHEN CISLER, formerly of WLS, Chicago, and now with WGAR, Cleveland, will join WMBD, Peoria, as program director at the end of November.

WILLIAM D. TERRELL, radio chief of the Department of Commerce, took the occasion of his being in Detroit to inspect tests in the Detroit river of a new radio submarine signaling device for which great claims were made by a Boston developmental concern.

BEHIND THE MICROPHONE

RALPH STEWART, founder of the "Bright Spot" Hour on WSB, Atlanta, and pioneer in the field of radio evangelism, has been engaged by NBC to conduct a morning devotional network period at 7:15 a.m. daily.

VINCENT KAY, formerly musical director of WSJS, Winston-Salem, N. C., is supervising a new series of Tuesday night broadcasts over WSB, Atlanta, from the Keith's Georgia Theatre of that city.

WILLIAM STOESS, musical director of WLW, Cincinnati, believes he has made a "find" in Mildred Lawler, 19-year-old Philadelphia schoolgirl, a blues singer being featured with an orchestra in four weekly late afternoon programs. Her only previous experience was several appearances over WCAU, Philadelphia, and in high school theatricals.

WAYNE MACK, young musician and actor of Ashtabula, O., has joined WJAY, Cleveland, as announcer.

HAROLD PEAT, the "Private Peat" of Canadian Expeditionary Forces fame, now associated with NBC Artists Service, filled speaking engagements before the N. Y. state teachers convention in Syracuse Oct. 23, the Minnesota state teachers convention in Minneapolis Oct. 30, and is scheduled to talk to the Hannibal, Mo., Rotary Club on Nov. 10 and the Missouri state teachers convention in St. Louis Nov. 13.

EDMUND LYTTON, announcer for KTM, Los Angeles, has been promoted to the post of music director.

ROY LEFFINGWELL, music publisher and entertainer over KECA, Los Angeles, appears in a 16-millimeter sound film produced by David Horsley Film Laboratories, Hollywood.

TED DUNCAN, music arranger in the NBC San Francisco studios, is composer of "In Old Brazil," a tango, to be published early in November by Leffingwell Publications, Los Angeles.

TED OSBORNE, gag man for KHJ, Los Angeles, formerly with King Feature Syndicate, New York, has left to join the Walt Disney animated cartoon studios, Hollywood.

HENRY BUSSE and orchestra have come under the management of Music Corporation of America, effective at the close of a New Orleans engagement Oct. 26.

L. M. FITZGERALD, manager of NBC Artists Service in Chicago, announces the signing of Mildred Bailey, blues crooner heard with Paul Whiteman and orchestra from the Edgewater Beach Hotel, Chicago, as an exclusive NBC artist.

FRANK WESTPHAL and his 14-piece symphonic jazz orchestra, have been signed to the studio staff of WBBM, Chicago.

GENE ROUSE, chief announcer at KYW, Chicago, has joined the Chicago NBC announcing staff.

VINTON HAWORTH, leading man in dramatic productions at WMAQ, Chicago, and director of its television station W9XAP, becomes an exclusive CBS performer Nov. 1. He has signed to play the lead in the new Wrigley backstage show opening Nov. 2, and will work on other CBS productions.

THE "Two Perfect Heels" of the new Florsheim Frolic, which made its debut over NBC Oct. 16, are Russell Pratt and Ransome Sherman, two of the famous Three Doctors of WMAQ, Chicago, and NBC fame.

ELSIE LICHTENSTUL, stylist of KDKA, Pittsburgh, has just returned from a trip to Europe and Africa, and has resumed her weekday morning broadcasts, basing her talks on her recent observations of styles abroad.

BOBBY GRIFFIN, formerly of WHO, Des Moines, and WBBM, Chicago, and for the last year with KYW, Chicago, has replaced Gene Rouse at the latter station as the news flash reporter. Gene has been signed by

DAVID OWEN, who has of late been CBS production manager in Chicago, handling, among other things, the nightly "Skipper" sketch, is leaving to join the Chicago NBC staff.

EVERETT MITCHELL, Chicago NBC announcer, celebrates his seventh anniversary in radio on Nov. 2. In that time he has held such positions as station manager, production man, continuity writer, actor and announcer.

SEYMOUR HASTINGS, who has been doing a series of twice-a-week travel programs over KHJ and KFI, Los Angeles, and KGER, Long Beach, the past 12 months for Motor Transit and Pacific Electric Railway, has been elected president of the Round the World DX Club, Los Angeles.

BURT McMURTRY has been assigned to the post of director of commercial programs at the CBS New York studios.

JUDGE GUSTAM, formerly at WCDA, WLTH, and WFOX, New York City, is now announcing at WBBG, Brooklyn.

LIN CHURCH, of KFRC, San Francisco, has been selected to announce the H-O program which goes over CBS eastward each week. He was chosen after a selective competition among the announcing staff.

HELEN STONE, once of KGO, Oakland, Cal., later at KHJ, Los Angeles, is now reported as being at the M-G-M studios in Culver City, Cal., with a role in "Mati Hari." Miss Stone formerly was cellist at KGO and singer at KHJ.

MAURICE JOACHIN, of KNX, Hollywood, has gone to WBBM, Chicago, for a 13-weeks broadcast of his program depicting the adventures of a Hindu secret service agent during the World War.

CATHERINE RENWICK, radio actress, and John Holbrook, NBC announcer have announced their engagement. No date has been set for the wedding.

JAMES L. KITTLESON, dramatist, and coach has joined the announcers staff of KFLV, Rockford, Ill. He was formerly with WISJ, Madison, Wis.

IN THE CONTROL ROOM

ROCHESTER section of the Institute of Radio Engineers will be host at the fall meeting in the Hotel Sagamore, Nov. 9 and 10. Papers are scheduled to be given by David Grimes, RCA; R. H. Langley, Stromberg-Carlson Co.; W. A. McDonald, Hazeltine Corp.; A. B. Chamberlain, CBS, among others.

H. B. GREEN, of New Orleans, has joined WMBR, Tampa, Fla., as chief engineer. S. B. Hubbard, formerly with WFDW, Anniston, Ala., is now on the WMBR operating staff.

N. E. WUNDERLICH, formerly with the RCA Victor Co., has been named general manager of the radio division, Bulova Watch Co., New York City. WCAL, of St. Olaf College, Northfield, Minn., is being manned technically this semester by Hector R. Skifter, licensed operator.

Shumaker Retires Jan. 1

RESIGNATION of Edward E. Shumaker, president of RCA Victor Co., Camden, N. J., effective Jan. 1, 1932, has been announced by David Sarnoff, RCA president. Mr. Shumaker joined the Victor Talking Machine Company in 1904, and served with it until its consolidation with RCA. He intends to retire from active business.

Beck Defends Freedom Of Speech for Radio

FREEDOM of speech over the radio, as a new medium of thought, should be defended as stoutly as the liberty of the press, the public is warned by Representative James M. Beck, (Rep.) Pa. Recognized as one of the country's foremost authorities on constitutional law, the former solicitor general said in an address on Oct. 20 at Monticello, home of Thomas Jefferson, that the cinema, along with radio, must be given adequate protection.


"Within the life of all of us here assembled," said he, "two new media of expression have come into existence. The one is the radio and the other, the cinema. Through the magic of the radio, that 'invisible courier of the air,' it is possible for the spoken word to be carried instantaneously to millions of people and the cinema has at least an equal audience. We must not defend the liberty of the press and ignore these new media of thought."

Grocers Alliance Signs 13-Week CBS Contract

THE Independent Grocers' Alliance, a national organization of independent grocers, goes on the air Nov. 17, with a series of programs over CBS. The programs are scheduled for Tuesday and Friday mornings from 9.45 to 10 o'clock E.S.T.; and, while the initial contract calls for 13 weeks, it is expected to run longer. The network chosen extends from Boston and Baltimore on the east to St. Louis and Minneapolis in the west.

Unique Record Programs

ONE of Chicago's smaller record-playing stations, WAAF, operated at the Union Stockyards by the Chicago Daily Drovers Journal, offers something unique. Instead of broadcasting an unselected lot of phonograph records, WAAF has separated them into definite units according to the nature of the music, with identifying titles such as "The Band Stand" for band music; "rhythm time" for dance music; and similar titles for vocal records, organ music, classical, and semi-classical numbers. These units are offered to advertisers.



Pittsburgh, Pa.

Radio Pays Hotel

RADIO'S value as an advertising medium for hotel services obtains a hearty endorsement from E. J. Caldwell, manager of The Roosevelt, Hollywood, who comments: "Saturday night last we had 10 different people tell us that they had visited the Blossom Room due to our broadcast. One party of 14 called up as late as 11 o'clock and told us they had been listening to the broadcast and had decided to come at once to the Blossom Room."

Theater Folk Impressed By Sanabria Television

USING the same 10-foot screen that he demonstrated at the New York Radio Show in September, U. A. Sanabria, Chicago inventor, exhibited his television system to Tin-Pan-Alley on Oct. 22. Actors in the Guild Theatre were televised and their images were carried over a wire line to a screen in the Broadway Theater.

Notables of the stage, screen, and broadcasting attended the premier on Broadway, and many expressed the belief that visual radio will approach the home through the theatres. Theatrical producers are wondering what effect television is destined to have, if any, on their activities, and they are anxious to join with it if it is a step ahead for the theater.

WOWO Petition Denied

DENIAL of the petition of WOWO, Fort Wayne, Ind., asking the Federal Radio Commission to rescind its grants of power increases to WCAU, Philadelphia, and WHAM, Rochester, N. Y., was ordered by the Commission Oct. 22 as inconsistent with regulations covering procedure. The Commission stated that WOWO failed to file exceptions to the examiners' reports. Answers were filed both by WHAM and WCAU to the Fort Wayne petition. WOWO contended that the mileage separation between Fort Wayne and the two other stations were inadequate, and that the power increases would cause serious interference.

Chairman C. McK. Saltzman dissented from the majority vote, holding that the mileage separations were inadequate. He voted to grant the petition requesting reconsideration of the high power awards to WCAU and WHAM.

Town Crier on WMAQ

THE clamorous ringing of ye olde hand bell six times a day heralds the appearance of the "Uneeda Bakers Town Crier" on WMAQ at Chicago. These broadcast periods, lasting a minute each, are spaced over a period of 14 hours from early morning to late evening. Jack Negley, stage veteran, does the "crying," which consists of a news feature. Just now the crier is promoting Uneeda Graham crackers, emphasizing a recipe book that comes inside the wrapper of the graham cracker package.



The HAY-ADAMS House

WASHINGTON, D. C.
(Opposite White House)

HOTEL-APARTMENT

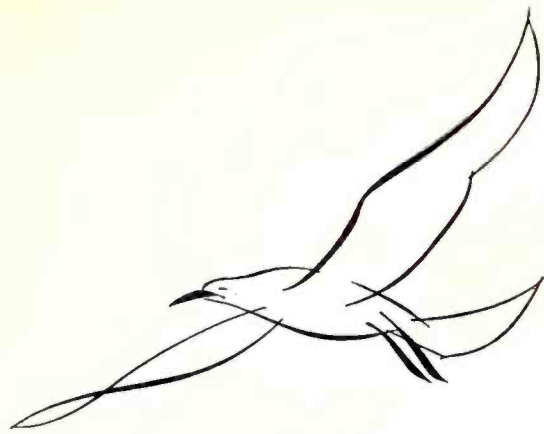
Reservations Now Being Made

From one room and bath to 7 rooms and 3 baths.
Electric refrigeration, running ice water.

TRANSIENT TARIFF

Single Rooms from . \$4.00
Double Rooms from . 6.00
Larger Suites in Proportion

NATHAN SINROD,
Manager



"On a Stream of Ether Floating"

COMES an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depths of music as well as the heights, the overtones, the color. ✂ ✂ ✂ The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers and advertising agencies by the World Broadcasting System, Inc. and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. ✂ ✂ ✂ Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies* who insist on the best which radio has to give. ✂ ✂ ✂ *Listen to a World Broadcasting Program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet SPOT BROADCASTING, 1932.*

World Broadcasting System, Inc.

World Broadcasting Building



50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto 6-242 General Motors Building, Detroit 333 N. Michigan Avenue, Chicago Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

*CHEVROLET MOTOR CO.
VICK CHEMICAL CO.
DRUG, INC.
LIFE SAVERS, INC.
JOHN H. WOODBURY, INC.
MAXWELL HOUSE COFFEE
REMINGTON RAND, INC.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

"MUSICAL CLOCK" is the name of a new 7 to 8 a.m. program over WGBS, New York City. It is an unsponsored musical program in which the time is given every five minutes. The "Musical Clock" program heard over WOL, Washington, for the last few years also gives correct time at five-minute intervals, but the recorded selections between announcements are all sponsored.

ADVERTISERS are grouped in a novel way in a week-day morning series over WKRC, Cincinnati, handled by the Frederic W. Ziv, Inc., agency of that city. Miller and Lloyd, formerly on WLW, as the "Grab Bag Boys" handle the announcing informally by chattering about the products advertised.

DAVIS Perfection Bread Co., Los Angeles, sponsors of the "Optimistic Do-Nuts" frolics over KNX, Los Angeles, for the last seven years, has added KHJ, Los Angeles, for its radio campaign, carrying thrice-a-week morning 15-minute periods of piano, song and chatter.

SEVEN years ago Beard Brothers, shoe establishment, began to use KFBL, Everett, Wash., in a campaign. It is still buying time over the air and is KFBL's oldest sponsor. The Clark Investment Co., insurance, comes next with a record of five years.

RICHFIELD Oil Company has taken over the Ascot Races, Los Angeles night-time motor races, and sponsors the weekly event over an NBC-Pacific Coast network, originating via KFI. Previously, for one year, KHJ carried the races as a sustaining feature and later KFWB with a local sponsor.

THE most successful commercial program over KFEL, Denver, the past year has been for the Elco Booster, electrical attachment for automobiles, according to Gene O'Fallon, commercial manager. More than 7,000 were sold in a 30-day period with the dollar for each one received in advance.

AMERICAN Rolling Mill Co., Middletown, O., has resumed its Armco Concert Band series over WLW, Cincinnati, under the direction of Frank Simon.

THE CHAMBER of commerce at Grays Harbor, Wash., through its board of directors, in conjunction with similar committees from Aberdeen and Hoquiam, has announced a four-week radio campaign calling attention to Olympic Highway scenic attractions. Stations in Seattle and Tacoma will be used, with the possibility of also contracting time over Portland stations.

VAN DUYN Candy Co., manufacturers of candy and operators of retail stores in Portland and Seattle, are using KOL, Seattle, for the winter campaign. Pearce-Knowles radio agency, Seattle, handles copy.

AUBURN-FULLER Co., Los Angeles, is using KFVD, Culver City, Cal., for ten one-hour, two three-quarter hour and twelve half-hour periods weekly. O. R. Fuller is president of the automobile concern and also of KFVD and KFAC, Los Angeles, and the Century Pacific Air Lines. The latter firm has been using KFAC for five half-hour periods weekly.

DWARFIES Corporation, Council Bluffs, Ia., is using KFBI, Milford, Kan., for its fall and winter schedule. L. V. Butcher, with guitar and songs, is the "Dwarfies Kid" on the daily

20-minute program. Dwarfies, a breakfast food, thus starts on the fifth year of radio advertising. The initial KFBI programs in October offered a free flying and singing bird with each package purchased from any local grocer.

KGMB, Honolulu, current accounts not reported before are: Von Hamm Young Co., automobiles; H. F. Wichman Co., jewelers; Schuman Carriage Co., autos; Willard Battery Co., batteries; Schaefer's Radio Shop, radio and electric lines; Johnson Radio and Music Co., and Graystone Corp., autos.

NEW local sponsors for KGDM, Stockton, Cal., include El Dorado Brewing Co., using a string trio; Meyers Barnett Homeware and Hardware Co., featuring the Caviglia Orchestra, and Menzies Buick-Chevrolet Agency, sponsoring a string trio. All are week-day programs.

THE Association of Foresters and Fire Wardens is using KHJ, Los Angeles, for a weekly 15-minute program to urge cooperation in combating forest fire menaces. Jack Parker, tenor, does the broadcasting as the Singing Forester.

JOHN ANSON FORD Company, Los Angeles agency specializing in direct mail, is said to be contemplating the use of radio for some of its political accounts early next year.

UNION Oil Company, with Don Foraker as advertising manager and with headquarters in Los Angeles, is contemplating another radio feature before the first of the year. It previously used Baron Keyes with children's stories as a transcription over a dozen coast stations.

A PROGRAM of shopping news and classified advertisements of Modesto, Cal., merchants, is now one of the daily features at KGDM, Stockton, Cal., with Elmer Kirkle in charge.

CLOVER Glen brand (butter and eggs) is giving away a pound of butter and a dozen eggs for each of the 25 best recipes submitted every week for the twice-a-week morning broadcast on KFI, Los Angeles. The Brissacher agency, Los Angeles, has the account.

NEW clients that have signed up with KFBI, Milford, Kan., are: Boyd Creamery, Creston, La.; United Drug Co., Boston; state chamber of commerce, Topeka, Kan.; Process Co., Chicago; Edna Wallace Hopper, Chicago, and Sears Roebuck & Co., Chicago.

WMAL, Washington, has Holmes Bakery sponsoring the Radio Producers Association's transcription of the Boswell Sisters and Smally, Mason and Lewellyn. Castleberg's, local jeweler, is sponsoring the new transcription featuring famous movie stars produced by Arthur Judson Management, Inc.

OLSON Rug Company, Chicago, heralded its "Open House Week" with a rush of 12 broadcasts during the week of Oct. 18. The programs utilized the facilities of three Chicago stations, WMAQ, KYW, and WBBM. The broadcasts simply invited listeners to visit the Olson plant during the week where guides conducted parties through the various departments and a gift was presented to each visitor. There were no obligations attached either to the visit or the gift.

HAL TOTTE'S long-established summer evening sports summary on WMAQ, Chicago, so satisfied its sponsor that a new contract was signed even before the end of the recent baseball season, at a 50 per cent increase in revenue. The feature is a

15-minute broadcast nightly during the baseball season giving the major league scores and batteries, and the play-by-play of the Cub and White Sox games. It is sponsored by the Premier Malt Sales Co., makers of Blue Ribbon Malt. This company also sponsors Ben Bernie and his orchestra on CBS.

A LIMERICK contest features the five-minute program broadcast at 4:45 p.m. each weekday over KDKA, Pittsburgh, under the sponsorship of Peter Paul, Inc., Naugatuck, Conn.

GLOBE Grain and Milling Co. has signed with KHJ, Los Angeles, for a twice-a-week program to run 52 weeks, according to Ted DuBois, of the station's commercial staff. "To the Ladies," is the title of the program which uses male quartet, orchestra and xylophone solo.

PROFESSIONAL football has gained such popularity in and around Chicago that the Charles Denby Cigar has contracted for a broadcast of the home games of the Chicago Bears and the Chicago Cardinals on WGN. The broadcast is by Bob Elson, who does the commercial announcing. The cigar company works a suggested "taste" test into its commercial announcements.

NETWORK ACCOUNTS

HART, Schaffner & Marx, offering "The Trumpeters" Thursday evenings over 28 CBS stations, on Oct. 15, began circularizing all its dealers to urge them to carry window displays, newspaper tieups and word-of-mouth publicity about the program. It is asking to dealers to seek page 2, 3, 4 or 5 in the new section or page 1 or 2 in the radio and sports sections for its newspaper tieups. If some civic event crowds downtown streets on Thursday evenings, the circular also suggests, "put a loudspeaker in the window."

TWO to five broadcast periods a week are taken over the NBC coast network by the following sponsors: Gold Medal flour, Sperry flour, Tastyeast, Wheatena, Libby, McNeil and Libby; Hellman Mayonnaise, Lucky Strike, R. J. Reynolds, Penick and Ford, Owl Drug Co., Beatrice Mable, M. J. B. Co., Sterling Products, Dunn and McCarthy, Pioneer Maple Syrup, Standard Oil of California, Colgate-Palmolive-Peet, Frigidaire, Edna Wallace Hopper, Lever Bros., Blackstone Plantation and Standard Oil of New Jersey.

CARBORUNDUM Co., Niagara Falls, N. Y., abrasive and refractory products, returns to CBS for a series of Saturday night programs. The first program was to feature a broadcast of the Niagara Falls' roar and a tribute to Tchaikovsky by Edward d'Anna and band.

AMERICAN Tobacco Co., Lucky Strike and Crema, begins Nov. 2 to sponsor Bing Crosby twice nightly except Sunday over two CBS hookups at 7:15 to 7:30 p.m. and 11 to 11:15 p.m.

EL SIDELO Minstrels, patterned after the burnt cork minstrels of old, returned to radio over an NBC-Pacific Coast network on Oct. 24 for a Saturday night series sponsored by Consolidated Cigar Corp.

JEDDO Highland Coal Co., Jeddo, Pa., is sponsoring a series of Monday and Wednesday late afternoon broadcasts which began over an NBC-WJZ network on Oct. 19 and which features Alexander Kiriloff and balalaika orchestra and Mabel Jackson, contralto.

GENERAL Motors' new Monday night series over an NBC-WEAF network is the "Parade of the States." Starting with Virginia, the programs trace in turn the historical development of each of the 48 states, with tributes to each written by Bruce Barton.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., began a new 15-minute series on behalf of Prince Albert smoking tobacco on Oct. 26 over an NBC-WEAF network. The program, featuring Alice Joy and an orchestra under the direction of Paul Van Loan, is heard in the east every night except Sunday from 7:30 to 7:45 E.S.T., being repeated at 11:30 p.m. for mid-western stations and at 12:45 p.m. for far western stations. The complete hookup comprises 56 stations.

CHASE & SANBORN Co., New York City, coffee manufacturers, will continue to offer Eddie Cantor and David Rubino and orchestra on the NBC-WEAF network Sunday nights for the remainder of the year. So popular has Cantor become as a radio star, especially with his "Cantor for President" campaign, that the sponsors succeeded in signing him until he leaves late in December for Hollywood.

THE TEXAS Company, (oils), has reentered western radio with a series of Sunday programs featuring song hits from current New York musical shows over the Don Lee system, starting at KHJ, Los Angeles. Half-hour programs, with the orchestra directed by Gregory Golubeff, are being carried over KGB, San Diego; KDB, Santa Barbara; KMJ, Fresno; KWG, Stockton; KFRC, San Francisco; KFBK, Sacramento; KFPY, Spokane; KOIN, Portland, and KOL, Seattle.

BARNSDALL Refineries, Inc., Tulsa, Okla., (oils) started on Oct. 25 a weekly "Musical Memories" series over KOIL, Council Bluffs, and a mid-western CBS network of 15 stations, postponing its inaugural program from Oct. 18 because it conflicted with a scheduled broadcast on behalf of President Hoover's Committee on Unemployment.

NBC-PACIFIC Coast network has signed up a series of Friday daylight programs for King Crab Packers' Sales Corp. of Tokyo, Japan. The oriental firm has distribution for five brands of the Japanese king crab. N. W. Ayer and Son, Inc., San Francisco, is handling the account. The campaign will run for 10 weeks.

PROSPECTS

WESTERN UNION and Postal Telegraph have been reaping rich rewards from radio and, now that A. T. & T. is on both networks promoting its toll services, they are regarded as excellent prospects for radio advertising. Western Union is now carrying a "sticker" on messages destined to radio stations and artists bearing this legend: "To the Radio Artist one telegram of applause is worth a thousand handclaps; pick up your telephone—call Western Union. Charges will appear on your 'phone bill.'"

MAY Oil Burner Corp., Baltimore, makes up its lists during November and December, using radio among other media. The advertising manager is E. Lyell Gunts, and advertising is placed by the Joseph Katz Co., 16 E. Mt. Vernon Place, Baltimore.

HAMMEL Advertising Corp., Los Angeles, has taken up the account of the Hollywood Dry Corporation (ginger ale), halted last year on account of receivership. Radio is to start off the winter campaign, followed with newspaper and outdoor media.

MARY See's Candy Co., Los Angeles, has appointed the Martin W. Allen Agency, of that city, to handle its radio and newspaper campaigns.

RADIO will be used to publicize the Jones' collegiate football game, invented by Coach Howard Jones, of the University of Southern California.

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA
BROADCASTING SYSTEM

First put on the market nearly a year ago, it has not been pushed until this fall when Hammel Advertising Corp., Los Angeles, took over the account.

NORTHWEST stations will be used for the Washington Dairy Products Bureau campaign, handled by Western Agency, Inc., Seattle. A thousand dollars has been offered as prizes for modern Mother Goose rhymes to be used in advertising products of the bureau.

RADIO, as well as newspapers, will be used by the Redman Van and Storage Co., Salt Lake City, to call public attention to its service with coast points. Ad-Craftsmen, Salt Lake agency, has the account.

AGENCIES AND REPRESENTATIVES

EUGENE INGE, radio editor of the Los Angeles Herald, Hearst newspaper, has established a "newspaper-radio program-advertising" service with an office at 603 Commercial Exchange Bldg., Los Angeles. C. W. Forde, Jr. is contact man. It is planned to charge 48 cents a line for commercial listings in the Herald radio column, later extending the service to other papers if practicable.

WILLIAM E. BRYAN, Denver advertising man, was first place winner in a recent spelling bee staged by the Denver Advertising Club.

STEWART P. ELLIOTT, formerly sales manager for the Sperry Flour Co., San Francisco, handling its NBC-Pacific Coast program, has joined the San Francisco office of Erwin, Wasey Co., as merchandising expert.

J. HOWARD JOHNSON, one of the earliest radio brokers in Los Angeles, has left the KNX commercial staff and is now free lancing with headquarters at KHJ, Los Angeles.

JOSE L. SILIS, 202 North Main St., Los Angeles, is conducting a radio brokerage business with the Spanish-speaking population. Present affiliation calls for a daily afternoon period over KTM, Los Angeles, with the Gama string quintet and soloists.

PEARCE-KNOWLES agency, Seattle, has undertaken a radio campaign for the Germania Distributing Company, herb reducing tea, but the station list has not yet been announced.

BUREAU of Broadcasting, Chicago, handling transcriptions and radio time, has appointed W. L. Gleeson western representative with an office in the Robert Dollar building, San Francisco. Mr. Gleeson previously was commercial representative for KYA, San Francisco; KTAB, Oakland; KRE, Berkeley, and KQW, San Jose. The Chicago company at the same time appointed Miss Beth Chase as Oakland representative with offices at 357 Seventeenth St.

R. N. McCARTY, until recently with WKRC, Cincinnati, and formerly head of the R. N. McCarty agency, Detroit, has been appointed district manager of the Buffalo office of the Bureau of Broadcasting, Chicago.

RAYNER Broadcasting Corp., headed by E. C. Rayner, former publisher of Radio Digest, has issued its 1931 fall edition of Rayner's Guide to selling by radio, giving a handy tabulation of rates for national and sectional broadcasting over a select list of stations.

V. G. FREITAG, 622 Commercial Exchange Building, Los Angeles, has taken over the time of KMPC, Beverly Hills. The past two years he has had a similar arrangement with KMTR, Hollywood, and KMCS, Inglewood. With the addition of the Beverly Hills station, Freitag will have charge of all the commercial activities for the three stations. Jack Keifer, who has been broker for the daylight KMC time the past two years, has been named as the Freitag representative of the station.

TRANSCRIPTIONS

UNION Carbide and Carbon Corp., through its subsidiary, Carbide and Carbon Chemicals Corp., has entered into a contract to supply RCA Victor Co. with large quantities of Vinylite resin to be used in molding the new Vitrolac records, called "program transcriptions." These records, which are being introduced on the market, can reproduce an entire symphony, a complete musical program or a complete vaudeville act lasting a half hour. The long-playing feature is obtained by slowing down the turntable and by doubling the number of grooves on the playing surface.

KECA, Los Angeles, late in October announced that it would drop studio bars and accept electrical transcriptions for daylight programs. It had previously frowned on records and transcriptions.

EQUIPMENT

WESTERN Electric's new moving coil microphone is the subject of a descriptive bulletin just issued. Western Electric has also issued Bulletin No. 12-A, describing its new 100-watt transmitter.

DUBILIER Condenser Corp., New York City, announces the appointment of the Rock International Electric Corp., 18 Laight St., New York City, as export managers in all foreign countries for its products and also as buyers of foreign materials for Dubilier products.

WILLIAM DUBILIER, president of Dubilier Condenser Corp., New York City, announces the additions to his staff of William M. Bailey, C. D. Fletcher and F. A. Shailer, formerly department heads for Wireless Specialty Apparatus Company in charge of design, manufacture and sale of mica condensers.

STATION NOTES

KSL, Salt Lake City, announces that it will expend \$200,000 for new transmitting plant, mechanical equipment and studio fittings in view of the fact that the commission has given them 50,000 watt power authority.

W. F. BRANCH, radio engineer of Fort Worth, Texas, has installed a three-phase, mercury vapor rectifier as a power supply for KFBI, Milford Kansas. Trouble has been experienced with the generators formerly used and there was some difficulty in obtaining steady maximum output. J. B. Lott-ridge, station manager, reports that the area of coverage has been materially improved.

KMCS, Inglewood, Cal., is now an official American Legion station, and its owners have set aside the noon hour daily on which to read official notices from the various posts of Los Angeles county.

WMBG, Richmond, Va., has subscribed to the Consolidated Press news service. The service is by mail.

WILLIAM FOSS, manager of WCHS, Portland, Me., reports an increase in commercial business of 15 per cent over that of last year.

LEW WEISS, KHJ, Los Angeles, manager and general manager for Southern California for the Don Lee Broadcasting System, has announced that the station is practically sold out, so far as evening hours are concerned, into the middle of the 1932 summer.

KQW, San Jose, Cal., owned by the Pacific Agricultural Foundation, Ltd., uses a Morse telegraph line to 303 Robert Dollar Bldg., San Francisco, which is one of the offices of the California Almond Growers Exchange (Blue Diamond brand). Current mar-

ket quotations and other information is sent over the keyboard to KQW from whence it is broadcast at stated periods.

REMOTE control connections between KYW, Chicago, and the Edgewater Beach Hotel, where Paul Whiteman's music is picked up, caused a break in KYW's schedule program on Oct. 18, but this was quickly filled in by artists of the studio staff.

STANLEY HUBBARD, KSTP, St. Paul, reports that the "KSTP Weekly," supported largely by advertising, charging \$1 a year subscription, after only four editions has gone to 10,000 circulation to meet the demand for adequate local program listings denied the St. Paul-Minneapolis radio public by the newspapers according to Mr. Hubbard.

A WEEKLY resume of campus news from the University of Michigan, Ann Arbor, is being broadcast by remote control over WJR, Detroit, by Prof. Waldo M. Abbott, director of the university's broadcasting service. Prof. Abbott is a son of Willis John Abbott, editor of the Christian Science Monitor.

KFYR, Bismarck, N. D., is issuing a news sheet for its listeners at periodic intervals with news of the station and staff. C. F. Dirlam is commercial and production manager of the station.

KFBL, Everett, Wash., now has 46 individual sponsors on its list weekly, according to Otto Leese, manager.

KTSM, El Paso, Tex., 100 watts on 1,310 kc., is giving DX programs for California listeners at midnight, Pacific time, but without any particular schedule of days.

"WELCOMING WGN" was the all-star program staged over the entire CBS network on Oct. 31 to induct the Chicago Tribune station into its new affiliation. WGN left NBC to join CBS following the recent acquisition of half interest in WMAQ, of the Chicago Daily News, a former CBS affiliate, by NBC.

KGDA, Mitchell, S. D., a 100-watter located on a peninsula extending into Lake Mitchell, reports exceptional coverage of the southwestern half of the state due to its transmitter location. Its Philco transcriptions are sponsored locally by the Gilpin Radio Service, Chevrolet Chronicles by Western Chevrolet, Inc., and closing market quotations by a local concern.

JOHN PATT, manager of Dick Richards, WGAR, Cleveland, reports that his station was now one of the largest billboard users in Cleveland. Thirty billboard ads feature local and national programs and stars.

PROGRAM NOTES

WEEKLY on Friday afternoons, between 4:15 and 5:15, E.S.T., an NBC-WJZ network is carrying a series of great plays adapted for radio by the Radio Guild. The first offering was "Aeschylus' Agamemnon," Oct. 9; then followed Marlow's "Faustus," Oct. 16; Shakespeare's "Midsummer Night's Dream," Oct. 23, and Shakespeare's "Julius Caesar," Oct. 30. The series will run through April 29 and include works of Moliere, Ibsen, Goldsmith, Shaw and Barrie.

MURRAY HORTON, jazz maestro of WLW, Cincinnati, is staging a twice-a-week series for A. & P., over that station, calling for 98 popular dance tunes each week.

FACTS from American history are featured in the two-a-week series of the Daughters of the American Revolution being carried over WBBM, Chicago, under the auspices of the local D. A. R. chapter. The station also carries a weekly afternoon sustaining series of the Illinois Federation of Women's Clubs.

BEDTIME for the youngsters who tune in WGY, Schenectady, is heralded every Thursday and Friday night by Gray McClintock, a dentist by profession but a naturalist, author and adventurer by preference, who was in the Klondike Gold Rush in '98 and who takes his auditors into the Canadian Northwest in adventure talks.

CBS will resume its American School of the Air daily from 2:30 to 3:00 p.m., Nov. 9, over a hookup of more than 60 stations.

THE NATIONAL Farm and Home Hour will be broadcast by NBC direct from the International Livestock Exposition, Nov. 30 to Dec. 4, inclusive.

ADVICE on the care of dogs, particularly during the variable autumn season, is being broadcast by Daisy Miller of the Animal Protection Union in weekly dog talks over WGBS, New York City.

A SERIES of afternoon studio concerts by vocal and instrumental groups of the National Music League was introduced over an NBC-WEAF network Oct. 26 by Mrs. Otto Kahn, League president. Starting with the Roxy Male Quartet, the feature will continue until Dec. 14.

WALTER DAMROSCH, dean of American radio conductors, will direct a new series of Sunday concerts to be inaugurated on November 8 by the NBC-WJZ network. Symphonies of great masters will be presented from 1:30 to 2:30 p.m., E.S.T., each Sunday for twenty-five weeks.

WINGATE Memorial Foundation, New York City, created by the children of the New York public schools in memory of the late General George Wingate, for 25 years president of the New York Public School Athletic League, begins on Oct. 31 to present a series of educational programs over CBS featuring a leading authority on sports and games each Saturday afternoon from 12:45 to 1:00 p.m., E.S.T.

TED HUSING'S play-by-play description of the Army-Harvard game on Oct. 17 was synchronized to a television football board carried over W2XAB, the CBS television station in New York City. The board was devised by William A. Schudt, Jr., television productions manager, and is to be used during the whole football season.

RESUMPTION on Oct. 9 of the NBC Music Appreciation series, under the direction of Walter Damrosch, signalized the hookup of the largest transcontinental network yet assigned to that program. Sixty-one stations are carrying the feature, which is destined for schools and homes. Instructors manuals are being made available to all teachers whose classes listen in.

"COLLEGE NIGHT" will be celebrated over an NBC-WEAF network Saturday night, Nov. 14, under auspices of the American Liberal Arts College Movement. District and local programs over individual stations will supplement the national half-hour broadcast, which will feature President Hoover speaking from the White House and various educational dignitaries.

KFBB, Great Falls, Mont., recently inaugurated a Montana Cowboys feature which is proving extremely popular and which it has available for sponsorship. The cowboys do old time dance music, cowboy songs, humorous dialogue and burlesqued cowboy poetry.

THE Better Business Bureau, Ltd., of Los Angeles, is having staff members give radio lectures to the public over local stations.

CALVARY Church, Placentia, Cal., is now using its remote control from Orange county over to KGER, Long Beach, in Los Angeles county. The Rev. Charles E. Fuller, pastor, is also board chairman of the Bible Institute, Los Angeles, which recently sold KTBI, now rechristened KFAC. Mr. Fuller used both the now defunct United coast chain and also the Don Lee coast chain the past year for the purpose of raising church funds. The twice-a-week KGER programs include sermons and sacred music.

115 Stations Make Cycle Honor Roll

September List Equals Mark of August, Passes Others

THOUGH the September frequency deviation report of the Department of Commerce shows no increase over August, it does represent more efficient maintenance of operation on assigned frequencies over previous months, William D. Terrell, chief of the radio division, explained in announcing the September "honor roll" on Oct. 20. Of 328 stations on which measurements were taken by district radio inspectors, 115 showed deviations under 50 cycles, 72 under 100 cycles, 68 under 200 cycles, and 73 over 200 cycles.

An order establishing the accepted limit as 50 cycles, plus and minus, instead of 500 cycles as at present, has been promulgated by the Federal Radio Commission and is effective next spring. Following is the complete tabulation of monitored stations that deviated under 50 and under 100 cycles during September:

UNDER 50 CYCLES

KFAB, Lincoln, Neb.; KFAC, Los Angeles; KFDM, Beaumont, Tex.; KFEL, Denver; KFEQ, St. Joseph, Mo.; KFJF, Oklahoma City; KFJJ, Astoria, Ore.; KFJR, Portland, Ore.; KFLV, Rockford, Ill.; KFRU, Columbia, Mo.; KFSD, San Diego, Cal.; KFVD, Culver City, Cal.; KFWB, Hollywood; KFXF, Denver; KFYR, Bismarck, N. D.; KGA, Spokane, Wash.; KGB, San Diego, Cal.; KGFJ, Los Angeles; KGO, Oakland, Cal.; KHQ, Spokane, Wash.; KJR, Seattle, Wash.; KKL, Oakland, Cal.; KKLZ, Denver; KMED, Medford, Ore.; KMJ, Fresno, Cal.; KMO, Tacoma, Wash.; KMOX, St. Louis; KMPC, Beverly Hills, Cal.; KMTR, Los Angeles; KOIL, Council Bluffs, Ia.; KPO, San Francisco; KRLD, Dallas; KSAC, Manhattan, Kan.; KSD, St. Louis; KTAR, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KTSM, El Paso, Tex.; KVOO, Tulsa, Okla.; KVOX, Bellingham, Wash.; KWKH, Shreveport, La.; KYA, San Francisco; WABO-WHEC, Rochester, N. Y.; WADC, Akron, O.; WAPI, Birmingham; WBAK, Harrisburg, Pa.; WBBM, Chicago; WBBR, Brooklyn; WBT, Charlotte, N. C.; WBZ-WBZA, Boston-Springfield; WCAO, Baltimore; WCBM, Baltimore; WCFB, Chicago; WCHI, Chicago; WCKY, Covington, Ky.; WCSH, Portland, Me.; WDAF, Kansas City; WDBO, Orlando, Fla.; WDSU, New Orleans, La.; WEAF, New York City; WEAN, Providence, R. I.; WEDC, Chicago; WEEL, Boston; WENR, Chicago; WFAA, Dallas; WFAN, Philadelphia; WIP-WFI, Philadelphia; WFOX, Brooklyn; WGCM, Gulfport, Miss.; WGES, Chicago; WGN, Chicago; WGY, Schenectady; WHAP, New York City; WHN, New York City; WHO, Des Moines; WHP, Harrisburg, Pa.; WIBO, Chicago, Ill.; WIBW, Topeka, Kans.; WJSV, Alexandria, Va.; WJZ, New York City; WKJC, Lancaster, Pa.; WKRC, Cincinnati; WLBZ, Bangor, Me.; WLIT, Philadelphia; WLS, Chicago; WLW,

Sticks by the Mike

BEING seasick did not deter M. Dehorter, announcer of the French Lille-Radio, from carrying through with his running account of a program broadcast from a ship crossing the English channel recently. Throughout the whole adventure, the French announcer stuck to his microphone, describing the immense waves, the smashing of the windows of the captain's cabin and the attitudes of his unhappy fellow voyagers, nearly all stricken with *mal de mer*.

Cincinnati: WMAL, Washington, D. C.; WMAQ, Chicago; WMBC, Detroit, Mich.; WMMN, Fairmont, W. Va.; WMSG, New York City; WNAK, Yankton, S. D.; WNBH, New Bedford, Mass.; WOAI, San Antonio, Tex.; WOC, Davenport, Ia.; WOI, Ames, Ia.; WOKO, Albany, N. Y.; WOS, Jefferson City, Mo.; WOW, Omaha, Nebr.; WOWO, Fort Wayne, Ind.; WPOR-WTAR, Norfolk, Va.; WPTF, Raleigh, N. C.; WQBC, Vicksburg, Miss.; WRAX, Philadelphia; WRC, Washington, D. C.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WSB, Chicago; WSEN, Columbus, O.; WSMB, New Orleans; WSUI, Iowa City, Ia.; WTAG, Worcester, Mass.; WTAM, Cleveland; WTMJ, Milwaukee; WWJ, Detroit, Mich.; WXYZ, Detroit.

UNDER 100 CYCLES

KDKA, Pittsburgh; KDYL, Salt Lake City; KELW, Burbank, Cal.; KFB, Great Falls, Mont.; KFQU, Alma-Holy City, Cal.; KFRC, San Francisco; KFSG, Los Angeles; KGBZ, York, Neb.; KGGF, Coffeyville, Okla.; KMBC, Kansas City, Mo.; KMCS, Inglewood, Cal.; KNX, Hollywood, Cal.; KOA, Denver; KOY, Phoenix, Ariz.; KREG, Santa Ana, Cal.; KSL, Salt Lake City; KTAB, San Francisco; KTBR, Portland, Ore.; KTBS, Shreveport, La.; KTM, Los Angeles; KVI, Tacoma, Wash.; KWJJ, Portland, Ore.; KXA, Seattle; WAAB, Lexington, Mass.; WAAF, Chicago; WAAM, Newark, N. J.; WABC, New York City; WBAL, Baltimore; WBAP, Fort Worth; WCAH, Columbus, O.; WCDA, New York City; WCRW, Chicago; WDEL, Wilmington, Del.; WDR, Hartford, Conn.; WFBL, Syracuse; WFBM, Indianapolis; WFB, Baltimore; WGAR, Cleveland; WGR, Buffalo; WHAM, Rochester, N. Y.; WHB, Kansas City, Mo.; WHDH, Boston; WHFC, Cicero, Ill.; WIBA, Madison, Wis.; WIIM, Wilmington, Del.; WJAX, Jacksonville, Fla.; WJAY, Cleveland; WJBO, New Orleans; WJJD, Mooseheart, Ill.; WJR, Detroit; WJTL, Oglethorpe University, Ga.; WKB, Youngstown, O.; WKBO, Jersey City; WKBW, Buffalo; WKY, Oklahoma City, Okla.; WLAC, Nashville, Tenn.; WLEY, Lexington, Mass.; WLOE, Boston; WMB, Chicago; WMCA, New York City; WMT, Waterloo, Ia.; WNYC, New York City; WODA, Paterson, N. J.; WOL, Washington, D. C.; WPEN, Philadelphia; WPG, Atlantic City; WREC, Memphis; WRUF, Gainesville, Fla.; WSAI, Cincinnati; WSBT, South Bend, Ind.; WSM, Nashville, Tenn.; WWVA, Wheeling, W. Va.

New Jersey Takes Lead In Proportion of Radios

NEW JERSEY has assumed the lead among all the states thus far reported by the U. S. Census Bureau of radios in the proportion of its families owning radio sets, with the census report for that showing that of the 987,616 families counted during the decennial census of population of April 1, 1930, there were 625,639, or 63.4 per cent, equipped with radios.

The nearest to this proportion among the 44 states previously reported was achieved by Massachusetts, with 57.9 per cent, followed by Rhode Island's 57.1 per cent; Connecticut's 54.9 per cent; the District of Columbia's 53.9 per cent; California's 51.9 per cent; and Wisconsin's 51.1 per cent.

California continues to lead in total of radio-owning families, with 839,991; Ohio is second, with 810,767, and New Jersey noses out Michigan for third place, with its 626,639. The census reveals not a single county of Jersey with less than half its homes having radios, while most of the communities range from 50 to 75 per cent. Reports for New York, Pennsylvania and Illinois remain to be issued.

INTERNATIONAL Communication Laboratories, Hillsborough, N. J., subsidiary of the International Telephone & Telegraph Corp., has applied to the Federal Radio Commission for authority to erect two transmitters to operate on frequencies between 1,000,000 and 3,000,000 kilocycles.

Yule Programs Planned

CALIFORNIA broadcasters are preparing to repeat last year's Yuletide radio presentations with various features designed to stimulate business. Last December the Long Beach Chamber of Commerce staged a pageant-parade, which KGER, Long Beach, broadcast. In Hollywood the Boulevard Association opened a new thoroughfare called "Santa Claus Lane" with KFWB, Hollywood, carrying the event. Downtown Los Angeles was entertained on the air by the Retail Drygoods Merchants Association, which decorated the shopping district and sponsored carol programs over local stations.

Power Firms Boost Radio

ELECTRIC light and power companies in several large cities have started campaigns to stimulate radio set sales, according to the Radio Manufacturers Association. In many cases radio and newspaper advertising is being directed by the utilities not so much toward selling radios themselves as toward stimulating sales of electric current for receiving set power and more use of home lighting.

JOHN L. BAIRD, British television inventor who has projected images on screens 6 by 2 feet square, is now in the United States on a visit, having arrived in New York Oct. 13. Station WMCA, New York, recently applied to the Federal Radio Commission for a visual broadcasting permit to install Baird equipment.

IF YOU ARE INTERESTED IN The Iowa Market We Are in Position to Give You Certified Facts

regarding the coverage of

WMT

Write for detailed Information

The Waterloo Broadcasting Co. WATERLOO, IOWA

ELECTRICAL TRANSCRIPTIONS

"If better transcriptions can be produced—the name on them will be"

Me.
N. H.
Vt.
Mass.
R. I.
Conn.
N. Y.



Pa.
N. J.
Del.
Md.
Va.
W. Va.
D. C.

EASTERN DISTRIBUTORS

Series for station sustaining features or commercial advertising.
33 1/3 r.p.m. Program list and prices on request.

Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

NEWS NOTES

From Foreign Lands

INDIA'S two big national stations, operated by the government, will be shut down shortly due to lack of public support in the payment of license fees on receiving sets, according to advices to the Commerce Department. The stations are VUC, Calcutta and VUB, Bombay, each with about 3 kw., hitherto operated similarly to the British system. This will leave only two local stations in the nation, one at Lahore and the other at Madras.

ABOUT a dozen amateurs in Portugal recently inaugurated regular broadcasting service and are supplementing the only regular station, CTIAA, Lisbon, operated by a large department store.

CONTRACT has been awarded for a new 175 kw. broadcasting station at Lakihegy, Hungary, to replace the existing low power station there. The station will begin broadcasting with 50 kw. but proposes to step up its power to 175 kw., giving it substantial covering of the continent. Hungary's new high power short-wave station at Szekesfehervar, designed to maintain direct telegraph service with the United States and other countries, also will be used in international broadcasting program exchange.

FRANCE'S hide and skin industry has taken the air, the Commerce Department has been advised, with the results of the auctions of these commodities now being broadcast regularly over the Eiffel Tower station. Prices thus are dispatched to all buyers in France, acquainting them promptly of the trend of the market.

BRITISH Broadcasting Corporation figures show circulation increases of the "Radio Times" from 900,000 in 1927 to 1,603,000 on July 31, 1931; the "World Radio" from 50,000 to 258,000; and "The Listener" from 33,000 to 40,000. All are published and sold by the BBC. ACCORDING to Wireless World of London, German radio set owners are feeling so keenly the strain of having to pay their license fees of two marks a month (about 50 cents), that more than 300 have gone to jail for failure to meet the Reichpost collections. Recently they were allowed to pay the fee to their postmen in quarterly installments instead of monthly, as formerly.

BY AN agreement between the Italian government and the E. I. A. R., official national broadcasting concessionaire, the concession granted that company has been extended to 1948, when the government will have the right to buy up the existing transmitters. In October, under the terms of the concession, the company took over the new stations at Florence and Bolzano and next April it will take over those at Milan and Bari.

"WHAT I Would Do With the World" is the title of a series of talks being given over the British broadcasting system by notables in Great Britain.

PARAGUAY is the latest addition to the family of broadcasting countries, having opened a station at Asuncion on June 25 with the call letters ZPI. It is operated by

the Compania Radioemisora Nacional, which means National Broadcasting Company.

RADIO broadcasts on the high seas have been inaugurated by the Adelaide Steamship Co., on the Manunda, plying from Melbourne to Cairns, Queensland. For the benefit of passengers and the crew, the officer on the bridge speaks into a microphone, describing conditions en route at frequent intervals. His words are picked up by loud speakers scattered over the vessel.

SPAIN offers a growing market for radio apparatus and sets, according to reports of United States consuls to the Department of Commerce. Exports of radio equipment by the United States to that country in 1930 were valued at \$532,994. Of this amount, \$291,772 represented receiving sets, while \$91,750 was the value of tubes. Spanish manufacture of receiving sets is at present limited to the mounting of sets with imported materials.

MEXICAN broadcasting stations maintain their own advertising staffs and do not as a rule contract with independent agencies, according to advice to the Department of Commerce. Business is reported growing and competition among stations is keen.

CBS Buys All Stock In WCCO for \$300,000

FULL ownership of WCCO, Minneapolis, has been acquired by the Columbia Broadcasting System through purchase of the remaining two-thirds stock from General Mills, Inc. Announcement was made Oct. 22 by James F. Bell, president of General Mills, who said the sale had been made because of the development of broadcasting during the past few years into a highly specialized business.

Nearly three years ago CBS acquired a one-third interest in WCCO. Henry A. Bellows, former radio commissioner and vice president of CBS, remains as president of the operating company. The network exercised its option to procure complete ownership of the station, and it is understood that approximately \$300,000 was paid for the additional two-thirds capital stock.

Adams Revives Service

ADAMS Broadcasting Service, which came into radio in 1925 as creator of the Atwater Kent programs and later was merged with the Judson Radio Program Corp., will be revived on Nov. 1 by John T. Adams, for the last few years president of the Judson corporation. Mr. Adams has purchased contracts of the latter concern from the Columbia Concerts Corporation and will build programs through the firm bearing his name. Ernest Chappell will be general manager of production and Joseph Pasternack director of music.

Raising of Regional Power Limit Urged

Four Stations on 940 kc. Seek Increase from 1 to 5 kw.

A HORIZONTAL increase in power from 1 kw. to 5 kw. of stations assigned to the 940 kilocycle channel, which might necessitate revision of existing radio regulations, was sought in a test case presented before Examiner Elmer W. Pratt of the Federal Radio Commission on Oct. 22.

Four stations on the channel—WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D.; and WFIW, Hopkinsville, Ky.—joined in the application on the ground that regulations limiting power to 1 kw. on regional channels and relating to quotas, should give way to engineering advances. Evidence that intra-channel interference would not be increased by such a step, but, on the contrary, that the areas served by the stations would be increased substantially, was offered in behalf of the applicant stations. WFIW did not put in its entire case but will do so at a later date.

Through Paul M. Segal, counsel, the other three stations presented their testimony. William L. Foss, chief engineer of WCSH, and C. M. Jansky, Jr., consulting engineer, presented technical testimony in support of the horizontal increase. George O. Sutton appeared as counsel for WFIW, and offered preliminary evidence.

On the Commission's behalf, Ben S. Fisher, assistant general counsel, moved that all of the applications be dismissed as opposed to General Order 40, which limits power to 1 kw. on regional channels, and of General Order 102, relating to quotas, in that the facilities of the states in which the stations are located would be increased without following the terms specified in this order. Representing WBCM, Bay City, Mich., Howard S. LeRoy joined in Mr. Fisher's motion. In behalf of Station KOMO, Paul D. P. Spearman, counsel, joined in the motion insofar as it related to KOIN, at Portland.

Examiner Pratt did not rule on the motions but permitted the hearing to proceed with the submission of evidence on the engineering considerations. In his report it is assumed he will pass on the matter of possible modification of regulations which apparently prevent the granting of the applications.

WAAT, Jersey City, operating daylight on 940 kc., through its counsel, Spencer Gordon, made known it had no objection to the applications. If the increases are granted, however, Mr. Gordon said, WAAT proposes to apply for a parallel increase in power from its present 300 watts to 1½ kw., "or less." Mr. Segal said he would offer no objection; he added that each of the stations involved would be able to give a higher quality and more satisfactory service to listeners in its service areas; that a station involved will be able to extend its present service area; that no additional interference will be caused; that no stations or listeners will be adversely affected, and that the applications accord with the most modern trends in radio broadcasting technique.

Commission examiners previously have heard requests for increases from 1 kw. to 5 kw. from KGW, Portland, Ore., and KHQ, Spokane. Other stations on the same channels, however, did not join in the applications with the result that no horizontal increases were involved.

The case was continued by Examiner Pratt to give WFIW opportunity to gather additional engineering evidence. The station burned last year, and field intensity surveys for that reason could not be made. Evidence in behalf of the Commission will be presented when the hearings are reconvened, probably in December, by Andrew D. Ring, broadcast engineer.

Novel Plan Urged To Satisfy WTMJ

Pratt Proposes Changes in WFLA-WSUN Equipment

RESTORATION of the former service area of WTMJ, Milwaukee, by ordering changes in the mechanical setup of WFLA-WSUN, Clearwater Fla., assigned to the same frequency, is proposed by Examiner Elmer W. Pratt in a report to the Federal Radio Commission.

By such a move, Mr. Pratt holds in Report No. 263, the Commission can comply with the mandate of the Court of Appeals of the District of Columbia instructing it to "measurably reestablish" WTMJ's service area as it existed in 1929 prior to certain shifts in the assignments of Stations WDAE, Tampa, WFLA-WSUN, and an increase in power to Station WLBZ, Bangor, Me. This decision grew out of four different appeals brought by WTMJ having to do with a purported hedging of its service area, which the Court found actually to have occurred.

Stations WLBZ and WDAE would not be affected by the proposed change. Station WFLA-WSUN would be required to change the location of its transmitter, to install special apparatus capable of maintaining frequency within 25 cycles, and to install a new antenna designed to suppress sky wave propagation in the direction of Milwaukee. Pending compliance with these conditions, however, the Clearwater station would be granted a temporary license authorizing operation with a maximum power of only 250 watts, as against its present power of 1 kw. night and 2½ kw. daylight. WTMJ is licensed for the same power, while WLBZ uses 500 watts. All three stations are on unlimited time. The fourth station, WDAE, is assigned to 1220 with 1 kw., unlimited, but formerly was assigned to 620 kc., and seeks a return to that preferred position.

Cooperation is Urged

CLOSER cooperation among broadcasters and the ownership of stations by newspapers were urged at the Inland Daily Press Association convention in Chicago on Oct. 22 by A. L. Miller, Enquirer and News, Battle Creek, Mich., and H. S. Mann, Journal-News, Racine, Wis. Stations should be allies rather than business competitors, they said.

Broadcasters Unite to Strengthen Position

(Continued from page 8)

Following the report by Mr. Carpenter, merchandising surveys and methods of individual stations were discussed. J. Leslie Fox, KFH, Wichita, told how he had developed a system to make merchandising surveys among jobbers and retailers to determine how particular products are moving before beginning a radio campaign, during the campaign and at its conclusion. Edgar L. Bill, WMBD, Peoria, Ill., suggested that the association consider an exhibit by individual stations at ensuing conventions showing the sales advantages of various merchandising methods, and making for an exchange of ideas.

The question of primary coverage of a station was raised by R. V. O. Swartwout, WCAO, Baltimore, who inquired how this was to be determined. The chair called upon Prof. C. M. Jansky, Jr., consulting engineer, who outlined for the convention's benefit his method of obtaining and defining both primary and secondary coverage through individual field observations.

Merchandising Discussed:

ON MOTION of Charles F. Phillips, WFBL, Syracuse, N. Y., further general discussion of merchandising was precipitated. Donald D. Davis, WHB, Kansas City, related the success he had experienced in conducting a regular full dress program of radio artists in a hotel, with program sponsors given tickets for distribution to the public. Listeners flock to the stores

for the tickets, he said, and the sponsor is aware of the pull of his program. Distribution of station logs among sponsors was said by Leroy Mark, WOL, Washington, to have proved eminently successful in showing listener response. The success attained by KWK, St. Louis, in its Time-Teller program was recounted by Thomas Patrick Convey. More than 100,000 calls are being handled a week, he declared, with a number of telephone operators on duty at all times.

Dr. Elliott on Ethics:

PRESENTING the report of the Ethics Committee, Dr. Frank W. Elliott, Davenport, Ia., said it was evident that commercial practices and the rush to get business breaks down some of those fundamental concepts known as ethics. He emphasized the need for careful scrutiny of programs and avoidance of practices which would react to the detriment of the industry.

Declaring that unethical practices can "ruin this industry, and cause it to decay," Dr. Elliott said that the public must be kept satisfied. He offered no resolutions or specific recommendations, pointing out the report of the commercial committee covered the broad subject of ethics.

The conviction that properly devised educational programs will command appreciable audiences and that the broadcasters are ready to put them on the air was expressed by Levering Tyson, di-

rector of the National Advisory Council on Radio in Education. Admitting that educational conditions in broadcasting are "pretty bad," he said the air is now charged with what he calls "educational static."

"But I am convinced of one thing," Mr. Tyson said. "I am sure the time has come for educators and critics to quit telling the broadcasters how rotten they are, to throw their resources of trained personnel, time and whatever money they have or can get into developing what is good on the air into something better, and to devise ways and means of utilizing this valuable instrumentality we call the radio as a practical and powerful force to give the people the best brains the educational world in America can assemble."

Discussing the Fess Bill for the allocation of 15 per cent of the wave lengths to education, Mr. Tyson said his organization has refrained from participation in any campaign for legislation on any subject. He said his organization had declined an invitation to representation on the committee responsible for the introduction of the bill for that reason.

Following this address, Mr. Hedges read a report of the Educational Committee, headed by Judith Waller, WMAQ, Chicago, who was unable to attend. The report said that no meetings of the committee had been held during the year, but that contacts had been made with educational groups and the development of programs watched.

Furore Over Programs:

A FURORE was precipitated when Dr. Elliott criticized what he char-

acterized as objectionable network programs, mentioning specific cases. He objected to women reading cigarette testimonials, and said that some Broadway stars, fine artists that they are, have been telling off-color stories. Stations should refuse to take such programs, he said.

Jumping to his feet, President Damm said the fuse had been touched off. He agreed with Dr. Elliott, asserting that he was risking WTMJ's network connection in so doing. It is a fact, he declared that more thought is being devoted by some managers to the quality of local advertising than to merits of network offerings.

Mr. Convey admonished the convention for permitting the mention of specific names of advertisers "who have made us so happy and prosperous." He said the broadcasters have a check through their Better Business Bureau and Chambers of Commerce in rating programs.

"Unless some concentrated thought or policy is adopted to hold some restraining hand on such programs," Dr. Elliott retorted, "we will have Congress force this down our throats." He warned against programs that jeopardize the fundamentals of broadcasting, and said the element of showmanship is secondary to that of public service.

Henry A. Bellows, chairman of the Legislative Committee, picked up the discussion before offering the report of his committee. He said that the remarks of Senator White in his speech are indicative of things "we are up against in Washington."

"Radio is the target of more at-

WNAX Yankton, S. D.

The House of Gurney, Inc.

WNAX has a dominant coverage of Eastern South Dakota, Northwestern Iowa, Southwestern Minnesota, and Northeastern Nebraska. The audience of this territory depends upon WNAX; they prefer this station because of its consistent service and superior programs. Reach this rich responsive market through WNAX.

ONLY WESTERN ELECTRIC EQUIPMENT IN SOUTH DAKOTA
ONLY FULL TIME STATION IN THE STATE
ONLY CBS STATION IN THE DAKOTAS AND NEBRASKA

» » Western Electric Turntables « «

1000 Watts

570 Kilocycles

Full Time

tacks than any other industry, barring none," he continued. "All are after our scalps. If we don't get together we are going to get up some morning and find that we don't have our radio stations. The 50 kilowatts and the 100 watts are being given just about the same consideration in Washington."

He referred to the case of Stations WIBO and WPCC, Chicago, ordered off the air by the Commission Oct. 16 to make way for WJKS, Gary, Ind.

Bellows Makes Report:

READING the report of the legislative committee, Mr. Bellows said the problems presented this year are of great importance. By all odds the most serious legislative menace to the orderly progress of broadcasting, he declared, lies in the efforts being made to induce Congress to take back some part of the authority to allocate broadcasting facilities, which, by the Radio Act, was fully conferred on the Commission.

"It is the sincere belief of your committee," he said, "that the moment Congress breaks down this wholly wise provision of the Radio Act of 1927 by legislation prescribing the allocation of so much as a single frequency, the orderly progress of federal radio regulation is at an end, and the industry will be plunged into a chaotic, endless and enormously expensive series of court battles." The breakdown of the existing system, Mr. Bellows continued, would "inevitably result from the legislative dealing out of broadcasting facilities as political prizes," and this would be the first step in the direction of government ownership and operation of all the country's radio facilities. He offered the following resolution:

"Resolved, that the National Association of Broadcasters, in convention assembled, heartily commends the wisdom of the Congress of the United States in giving complete authority to allocate broadcasting facilities to the Federal Radio Commission, under Section 4 of the Radio Act of 1927, and expresses its unqualified disapproval of any effort to break down this orderly method of allocation, as created by the Congress, through any form of special legislation whatsoever, and be it further

"Resolved, that the National Association of Broadcasters, accepting the definition of broadcasting established by the International Broadcast Union, to the effect that broadcasting is that form of wireless transmission wherein the service is designed to reach all classes of listeners, without exception, strongly reaffirms its opposition to the segregation of any broadcast channel, or group of such channels, for any form of special interest or activity whatsoever, and to any designation of broadcast channels on the basis of other than engineering principles as applied to geographical service areas."

Copyright Committee:

THE Vestal copyright bill having been successfully blocked in the last Congress, Mr. Bellows said it was unwise to make specific recommendations concerning such legislation. The committee did recommend, however, that the temporary joint committee on Copyright Legislation be continued, with what-



CONVENTION NOTABLES—Left to right, Capt. A. H. Stackpole, WHP, Harrisburg, Pa.; Lambdin Kay, WSB, Atlanta; Ralph Adliss, WJKS, Gary, Ind., and WLAP, Louisville; Dr. George E. Halley, KMBC, Kansas City; Edgar L. Bill, WMBD, Peoria, Ill.; Carl Meyers, WGN, Chicago; Arthur Church, KMBC, Kansas City; Walter Evans, Westinghouse Radio Stations, and John Patt, WGAR, Cleveland.

ever personnel the president may select and with broad authority to represent the NAB in presenting to Congress recommendations on any legislation concerning copyright.

Supplementary legislation to clarify and improve certain administrative provisions of the Radio Act of 1927 was recommended in another resolution. This resolution recommended elimination of the requirement for construction permits, but if this amendment be not adopted, another amendment to reinstate the provision for an appeal of any unsuccessful applicant for a construction permit; that the Commission record every vote and official act; that its proceedings shall be public upon the request of any party interested, together with the requirement that it file a written opinion or memorandum stating the reasons for any decision or order resulting from a hearing or investigation, and that the association does not favor the bill offered at the last session which among other things would give the Commission power to suspend the license of any station for a period of 30 days.

Hit Zone System:

WHILE the committee saw little hope of any action at the forthcoming session looking toward the elimination of the "preposterous zone system," it did, however, offer a resolution identical with that adopted at the last convention on the subject. The system, the resolution said, is contrary to all recognized principles of radio engineering, and its sole effect is to deprive large sections of the American people of the service to which they are entitled. It asked that the law be amended to make service to radio listeners the sole basis for the distribution of facilities, rather than the Davis amendment.

Concerning state legislation the committee recommended the adoption of substantially the same resolution adopted last year, but with a further provision pertaining to libel and slander. It repeated that the NAB is definitely opposed to the enactment of state legislation regulating or seeking to regulate radio transmission on the ground that all broadcasting, as interstate commerce, is subject to federal regulation. In connection with slander or libel, the resolution said that states should give due consideration to the provisions of Section 18 of the Radio Act, under which the broadcaster is specifically denied any power or censorship over the material broadcast by any person who is a legally qualified candidate for any public office, and that such proposed state legislation should specifically release the broadcaster of any liability with respect to utterances of which he

could not have had knowledge in advance of the actual broadcast.

Face Mexican Problem:

READJUSTMENT of North American broadcast frequencies, cited by Chairman Bellows as one of the most important problems facing the broadcasters, was the basis of another resolution. Mentioning particularly the activities in Mexico in station construction, the report said that within the next year it is altogether probable that something will have to be done by the Federal government to stabilize and readjust the relations between the United States and other North American countries in the matter of use of frequencies.

Immediate appointment of a special committee on international broadcast relations was recommended. "It is clearly the duty of our government to protect to the utmost of its ability the interests of American broadcasters when these interests are threatened from abroad," the committee stated. This resolution was offered:

"Resolved, that the NAB, in convention assembled, hereby authorizes and directs its president to appoint a standing committee on international broadcast relations, which committee shall have authority to formulate a program for the guidance of this association in matters concerning international broadcast relations, and to represent this association at any conference regarding the international allocation of broadcasting facilities which may hereafter be arranged by any department of the United States Government, and the association requests that any such department will give advance notice of any such conference, with an invitation to this association to be represented thereat to the managing director of this association."

Oppose Rate-Fixing:

INTERVENTION by the NAB in the test case now pending before the Interstate Commerce Commission invoking the rate-regulating authority of that agency was proposed in a last-minute resolution. Viewed as of possibly far-reaching importance, the committee said that if a decision were to be handed down in favor of the complainant, the I. C. C. would, in effect, assume complete jurisdiction over the advertising rate structure of every station in the country. The resolution authorized the executive committee to make application to the I. C. C. for permission to appear as intervenor in the hearing "of any complaint before the said I. C. C. in which the alleged right or duty of said commission to establish or regulate rates for broad-

cast advertising service appears as an issue, for the purpose of presenting before the I. C. C. the claim of this association that a radio broadcasting station is not and cannot be regarded as a common carrier under the law."

Dispute Over Lotteries:

AMENDMENT of the federal radio law to insert a provision prohibiting the broadcast of lotteries was recommended by the committee and provoked considerable floor discussion. A resolution to this end said the association "favors an amendment to section 29 of the Radio Act prohibiting the broadcasting of any statement, proposal, offer or other verbal communication which, if written or printed, would be subject to exclusion from the United States mails under the postal laws of this country."

Mr. Cummins, WRAK, Williamsport, Pa., insisted he could see no objection to lotteries and that he felt they were distinctly of public service. Leo Sheehan, WELL, Battle Creek, Mich., disputed Mr. Cummins' argument, declaring that to circumvent the lottery laws evidence must be shown that the particular enterprise is a game of skill and not of chance.

J. L. Kaufman, WCAE, Pittsburgh, asserted that his station long since had abandoned the scheme of trying to give something away to the audience until a program had been tried and tested. Some advertisers, he asserted, are more interested in getting fan letters than in merchandizing their products.

In open discussion Mr. Cummins told of the plight of the local station in his dealings with the Commission. "Any tramp on a park bench with a two-cent stamp," he asserted, "can get a hearing before the Commission and force a hard-working broadcaster to travel even across the country to defend himself." He advocated public hearings on general orders proposed by the Commission, and urged "loosening up" of regulations having to do with phonograph record announcements and with the 12-hour broadcasting day requirement. All this should be done to relieve the hardship on low-powered stations, he said.

A special subcommittee of the legislative committee, made up of Louis G. Caldwell, attorney, and Mr. Butcher, then presented its report, which, along general lines, embraced the matters raised by Mr. Cummins. Presented by Mr. Caldwell, the report urged that hearings be held before adoption of general orders, and that the Commission, by arbitration, endeavor to settle time-sharing or other minor disputes between stations, rather than cite them for formal hearing in Washington. Evils that have arisen from General Order 105, dealing with the broadcasting day, also should be ironed out through conferences, the report stated.

Supplementing this presentation, Mr. Butcher suggested that some sort of resolution expressing the sentiment of the industry along these lines be adopted.

Reads Saltzman's Paper:

SUBSTITUTING for General Saltzman, Dr. C. B. Jolliffe, chief engineer of the Radio Commission, on

Holding the Audience for YOU

Pleasing an audience once is not such a difficult accomplishment, but holding it 365 days a year is the real test of a station's merit.

Every survey made in the Twin Cities' trading area in the last three and a half years has shown that KSTP has approximately 70 per cent of the audience.

That is not an accident. It is the result of painstaking effort, liberal expenditures and the foresight to give the public what it wants. Advertisers and agencies everywhere know that KSTP dominates this rich field. Now let us tell you ten mighty good reasons why.

KSTP has:

1. The choicest Red and Blue NBC programs.
2. The finest regional and local programs.
3. Perfect transmission with new transmitting facilities valued at \$300,000.
4. More power than all other stations in the state combined.
5. The longest daily schedule—19 hours.
6. The largest station personnel in the country devoted exclusively to radio.
7. Complete departments in program building—continuity, music and research.
8. The largest music library of any radio station in the West.
9. The only staff orchestra in the territory.
10. A complete merchandising service.

When you want to get your message to the Twin Cities and the immediate Northwest, let us help you solve your problem *before you go on the air.*

SAINT PAUL

KSTP

MINNEAPOLIS

10,000 Watts • 100% Modulation

NORTHWEST'S LEADING RADIO STATION

Wednesday read the address prepared by the chairman dealing with problems of mutual concern to broadcasters and to the Commission. The official declared that broadcasters, if they are wise, will correct complaints now prevalent concerning sales talks and will otherwise improve their programs.

The advisability of widening the broadcast band, to be considered at the Madrid conference, and television were among the variety of subjects Chairman Saltzman's paper discussed. The industry should not mislead the public about television development and its status, he said, pointing out that the Commission still regards the visual art as highly experimental and that it "cannot be commercialized at this time."

The Davis amendment, General Saltzman went on record for the first time, "today does not look so good." When it was enacted, he stated, there was undoubtedly a need for a legal yardstick to guide the Commission in its work. But changes and improvements made in the radio art during the last few years make it relatively unnecessary.

Replying to Mr. Caldwell, Dr. Jolliffe said it was his personal opinion that the original provisions of the law which called for an equitable distribution are preferable to the ironclad terms of the Davis amendment.

Called upon by President Damm, Mr. Caldwell spoke about the "Mexican situation" and the urgent need for action. Declaring it a "delicate subject," he said he believed the association faced no more serious problem. Recently Mexico has awakened to the value of broadcasting, and a number of stations now being built near the international border, operating on frequencies being used by the United States or Canada, Mr. Caldwell said. Were it not for the fact that Mexico, like all other countries, is suffering from a financial depression, conditions might be much worse, he stated, since unquestionably a greater number of stations would have been built.

Mr. Caldwell said widening of the broadcast band presented a possible way out of this situation, and that the situation had been met in this way by European nations. Those nations will go to Madrid with a united front for enlargement of their broadcast band, he said.

Pleads for Local Stations:

A PLEA in behalf of local stations was made by Roy Thompson, WFBG, Altoona, Pa., chairman of the local committee, which presented its first report to the association. Problems which are seldom encountered by stations connected with the networks or stations of appreciable power confront the local station, he said. Considerable good could be accomplished, Mr. Thompson suggested, by having the association designate a chairman from each state to call a state meeting of local managers at regular intervals to discuss local station problems. Each such conference could appoint a delegate to attend the annual session of the NAB. Every local station should become affiliated with the organization, he said, for its own good. The further recommendation was made that the association, in any manner which it sees fit, have Sec-

tion 3 of General Order No. 105 amended, to make special provisions in the case of local stations, which would not make mandatory full broadcasts of 12 hours per day.

Basic principles which are held to govern any consideration of broadcast regulation were formulated by the engineering committee, and presented in a report read by Joe A. Chambers, chief engineer of WLW, Cincinnati, acting chairman. The contention that there is no substantial difference in the utility, importance or value of the various broadcast channels between 550 and 1500 kc. insofar as their capacity to render broadcast service is concerned, was challenged from the floor by Mr. Convey, who insisted that the engineering fraternity always has held that the lower frequencies are desirable.

The committee also analyzed, page by page, the proposal for the improvement of broadcasting in the United States as set forth in the brief prepared by Lieut. Comdr. T. A. M. Craven. The committee concurred in many of these recommendations, but took issue with others.

Closing Session:

AT ITS closed session just prior to adjournment, the association considered individually the various resolutions offered during the preceding sessions. With a single exception, all resolutions offered, as well as several proposed from the floor, were adopted. The only exception was in the proposal that a committee be appointed on agency recognition. When Chairman Belows said the resolutions committee was unable to report out this resolution, Mr. Hedges moved that the matter be referred to the commercial committee. The motion carried.

Following the election of officers and the installation of Mr. Shaw as president, the chair heard requests from a number of cities seeking the 1932 annual convention. Pittsburgh, Kansas City, Louisville, St. Louis, Chicago, Atlantic City, Washington and other cities made bids, all of which were referred to the board of directors. With the disposal of other organization business, such as the amendment of the constitution and by-laws, the convention was declared adjourned by President Damm, and hailed by him as the most successful annual meeting in the association's history.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Wanted To Buy

Wanted—500 watt transmitter, Mosby's, Inc., Missoula, Montana.

Position Wanted

Managing Director of regional station in New York area contemplates change. Possesses five years experience in studio, program, continuity, production, commercial, executive departments. Available anywhere—any time—any department except engineering. Has no exaggerated ideas of remuneration. Details and satisfactory references on request. Box 1, BROADCASTING.

Assets of CBS Adjunct Reported \$897,224.58

ASSETS of the Atlantic Broadcasting Corporation, engineering adjunct of CBS and the licensee of WABC, New York City, were \$897,224.58 on Aug. 29, 1931, it is disclosed in the corporation's financial statement presented to the Federal Radio Commission in connection with the Washington booster hearing Oct. 19.

The largest single item was represented by the transmitter, studio and control equipment, which minus depreciation, amounted to \$829,719.94. Cash in banks totaled \$12,690.62; accounts receivable, \$21,134.55, and deferred charges, \$3,679.47. Total liabilities and capital balanced the assets, and were made up of \$557,132.46 in capital stock and surplus, \$300,111.64 charged to CBS and \$39,980.38 representing accounts payable.

Drops WEAJ Wave Plea

THE APPLICATION of Louis Reis, New York City, for the facilities of WEAJ has been erased from the records. The Federal Radio Commission has returned the application because Reis failed to reply to Commission letters. Reis some months ago caused a mild sensation in radio circles when he filed the petition, claiming that he could use the clear channel high power WEAJ facilities to better advantage than NBC by devoting them to the educational programs.

"Voice of the Alleghanies"

WFBG

ALTOONA, PA.

Near the Famous Horse Shoe Curve



COVERS CENTRAL PENNSLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.



RADIO IN ADVERTISING

By ORRIN E. DUNLAP, JR.
Radio Editor, New York Times

This practical manual explains in detail how to sell more goods by radio. Methods of the most successful broadcasters, agencies, radio stations—choosing programs, writing radio copy, merchandising, measuring results, finding the right circulation, the right artists, etc., are given.

"A wealth of information. A complete history of what we know today about broadcasting, and an immense amount of evidence to show sponsors how to get the most out of their radio investment."—*Boston Transcript*.

"A highly valuable guide. Stuffed with facts."—*New York Times*. \$5.00

More Business For Broadcasters With These Invaluable Books!

RADIO AND ITS FUTURE I

Edited by MARTIN CODEL

Answers all the questions of the what, why and how of radio.

An invaluable statement by 29 acknowledged leaders, including David Sarnof, M. H. Aylesworth, Roy S. Durstine, J. G. Harbord, Lee DeForest and others, of the development of broadcasting, television, short waves, telephony, government regulation—every angle of the radio industry.

"The most complete book of this type I have ever seen."—*H. P. Davis, Vice-Pres. Westinghouse Electric Co.*

"A fine piece of work—comprehensive—authoritative—enables the layman to understand radio."—*I. E. Robinson, former chairman, Federal Radio Commission*. \$4.00

FREE EXAMINATION COUPON

HARPER & BROTHERS

49 East 33rd Street, New York, N. Y.

Please send me _____ cop. of

☐ RADIO IN ADVERTISING—\$5.00

☐ RADIO AND ITS FUTURE—\$4.00

☐ I will remit \$_____ in 10 days or return book(s).

☐ Check enclosed.

☐ Send C.O.D.

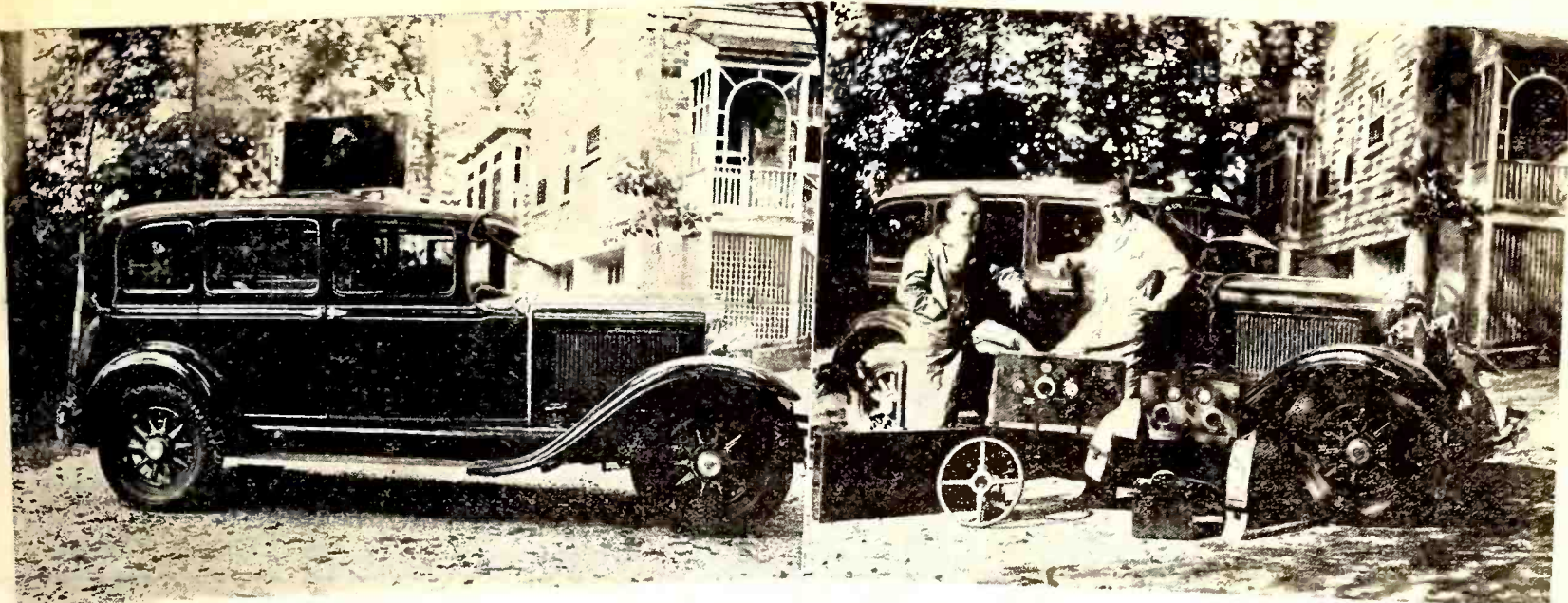
(Please fill in)

Name _____

Address _____

City _____ State _____

Business Connection _____



EQUIPPED FOR THE ROAD

FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE THE COVERAGE of YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

*Uniform Standardized Methods of Measurement
Impartially Applied to all Broadcasting Stations*

JANSKY & BAILEY

NATIONAL PRESS BUILDING.

WASHINGTON, D. C.

Unique Psychology of "The March of Time"

(Continued from page 13)

reenactment. News was never sacrificed for a good "radio act."

The success of the radio plan was instantaneous. *VARIETY*, the organ of the entertainment world, said of it: "Represents the apex in radio showmanship." *TIME* forsook what was the generally acknowledged radio technique and went back to the method of the theatre. The directors used impressionism in sound as compared to the graphic and definitive style used in many other radio dramatizations. Jack Foster, radio editor of the New York World-Telegram, key paper of the Scripps-Howard chain, wrote: "still lingers in my mind that new Columbia program, 'The March of Time,' which shouldered its way through the air last Friday. It was a kind of talkie news reel creating vividly in words the tales which have stood beneath the headlines."

Broadway's most acute observer and fact-finder, Walter Winchell, piped: "The mag *TIME*'s broadcast is a thrill." Radio's news broadcaster and internationally known journalist, Frederic William Wile, congratulated the editors by letter: "In my judgment 'The March of Time' has become the foremost feature of the air. The Belasco who is staging it, the actors who are dramatizing it, and the Ted Husing who is announcing it are between them all doing a superfine job." Publisher John Farrar wrote: "Congratulations on the best radio program I have ever heard on the air in—well, as a matter of fact, the best I have ever heard . . ."

So much for the comments of experts, but what of the reaction on the part of the general public, to which *TIME* was hitherto relatively unknown? But two stories are necessary to illustrate the mass popularity of "The March of Time." Howard Barlow was seeking to make arrangements to play over a certain Long Island golf course. The clerk at the desk of the club house asked him for some sort of identification. Barlow said that he was in radio, with Columbia.

"Do you have anything to do with 'The March of Time?'" queried the clerk.

"Yes," Barlow responded modestly, "I direct the musical activities."

"Enough said, here's the first tee," replied the clerk, "You don't need any references."

Another incident occurred when a member of the *TIME* staff stepped into an elevator to go up to the office. He was the only passenger on the elevator, and the boy said:

"Say, 'The March of Time' radio program is connected with this magazine *TIME* up on the fourteenth floor, isn't it?"

"It sure is—*TIME* sponsors it."

"Well, I'll tell you—it's a great show! It's dramatic! Understand what I mean? Dramatic!"

An equally great success has been enjoyed with reaching the dealers in products for nation-wide distribution—the primary purpose of *TIME*'s entry into the radio field. Recently become *TIME*-conscious to the degree of running advertisements in the newsmagazine's pages are the following leading national food producers: Maxwell House Coffee, Heinz's Tomato Juice, Ovaltine, Ralston's Whole Wheat, Anheuser-Busch, White Rock, Welch's Grape Juice, Fleischmann's Yeast, all with coast-to-coast dealer outlets, which must appreciate the immense value to themselves of the advertising these companies are doing.

"The March of Time" makes no direct effort to sell the magazine. The commercial announcements are brief—at the beginning and at the end only. They are much more informative, attempting to define *TIME* as an efficient and readable news organ, than commercial. Is the radio program fulfilling the hopes of its sponsors? They answered by returning to the air after the end of the summer with an even greater network, reaching from the Canadian border to the gulf, and from the Atlantic to the Pacific. Even more success can be hoped for if the welcome extended by critics all over the country to "The March of Time" on the occasion of its return to the air this fall can be regarded as a yardstick. With an increased and ever-growing audience, the editors of *TIME* feel they are completely justified in resorting to the ether waves. Their return should be even greater than before.

Radio Sales Power

(Continued from page 11)

programs in different cities. Undoubtedly this is due in large part to differences in station popularity. However, in a few cases there was rather distinct evidence that audience tastes vary in different parts of the country.

Quantitatively, the survey disclosed that one company, which has maintained an outstandingly popular program over a considerable period, has more than doubled the number of users of its product in the cities investigated. In one city, one product showed a difference of 200 users per 1,000 telephone homes between radio homes and non-radio homes. This, of course, was exceptional; but gains of 25 to 50 users in 1,000 telephone families were rather common. Taking a single product in one city as an individual case, in 88 per cent of the cases studied radio advertised brands showed greater use in

All About Babies

PETER DIXON, who writes and acts in "Raising Junior," heard nightly over an NBC-WJZ network, is getting a new kind of fan mail. Having two youngsters of his own, his skit for the Wheatena Corp., Rahway, N. J., tells mothers about babies and their care, a subject on which he has studied extensively. In one week Dixon got 15 letters asking about babies, but he was quite unprepared when one young wife wrote and asked him would he please submit an estimate on the cost of having a baby.

radio homes than in homes without radios. The results in the other 12 per cent of cases can without exception be ascribed to the smallness of the number of users of the particular brands involved.

Significant as are the results in demonstrating the value of radio advertising, even more significant is the opportunity presented to compare the results of different types of programs. By a study of this nature, a manufacturer using radio can determine exactly what he is getting in the way of new users from his investment in this medium.

Tax on Receiving Sets Considered by Treasury

THE Treasury Department is considering a Federal tax on radio receivers, along with a number of other commodities in the so-called semi-luxury class. With the Treasury facing an even greater deficit than the \$903,000,000 unfavorable balance of the past fiscal year, it was said officially that the administration has reached the conclusion that new sources of income must be employed.

Radio was held to offer a rather lucrative source of revenue, and it was said that a sales tax would have no effect on the cost of living. The tax need not be large, it was indicated, since the annual sale of several million sets would yield considerable revenue with only a nominal levy, and would not adversely affect the industry.

Before such a tax can become effective legislation is necessary, and it is the plan of the administration to include radio among such other items as automobiles, amusements, jewelry, confections and the like in recommendations for a broader tax base predicated upon a selective sales tax to be forwarded to Congress at the forthcoming session.

A 24-Hour Station

ON THE AIR 24 hours a day continuously for the last few years, KGFJ, Los Angeles, reports that it is carrying 109½ hours of commercial programs divided among 25 sponsors.

FULL TIME



Four stations previously operating part time are now on a full time basis, as the result of the application of modern engineering principles.

Brilliant allocation analysis by Mr. T. A. M. Craven, Consulting Radio Engineer, opened the way. Precise frequency control by Radio Research Company methods provided the economical solution of the problem.

Radio Research Co. Inc.

1204 Irving Street N.E.

Washington, D. C.

Whys and Wherefores of Radio Legislation

(Continued from page 9)

these have been salutary. There is not likely to be modification of them at this time. It is by no means certain, however, that an amendment should not be adopted permitting a merger of communication facilities in international communication. This would involve modification of Section 17 of the present Act.

PRIORITY PROBLEM

OTHER phases of radio covered and not covered by the law have provoked wide discussion. None is more interesting than the question of priorities. I refer first to the question of whether a prior use of frequency gives a licensee a right, legal or equitable, in that frequency as against the Government, or to be more precise, as against the Commission's judgment that the assignment of that frequency to another would better serve the public interest. The incorporation in the law of this principle of a superior right springing from a prior use, was urged by a committee of the American Bar Association, while the legislation from which came the 1927 act was pending in the Congress. This recommendation of the Bar committee was not favorably received. On the contrary, it was rejected. The committee of Congress working upon the legislation, while recognizing that prior use of a frequency was a proper fact to be taken into consideration with others by the Commission in determining the allocation of a frequency, were insistent that it must not be the basis of a right to the continued use of the frequency. There has been on this question also, a tendency on the part of courts, to disregard the Congressional purpose and to give to the licensee a larger right or interest in the assigned frequency than Congress intended should flow from its allocation and use.

This question of priorities is significant in other particulars. At the time the present law was in the making it was insistently urged that a preference or priority should be given to certain groups or classes of radio users. For a time the organized amateurs felt that a legislative preference or priority should be accorded them through an assignment to them in the law itself of specific frequencies. I am happy to say that the officers of the amateurs, after full discussion of the principle involved, abandoned the position previously taken and I venture to assert that all amateurs are today thankful that the frequencies then sought are not those to which amateurs are today restricted.

Our Land Grant Colleges or persons in their name, also demanded

that the legislation should assure them a preferential status. Other requests of this nature were pressed upon those engaged in drafting the legislation. None of them was yielded to. The law accorded equal rights to all but gave special privileges to none. There are today suggestions of this nature. It is urged in behalf of one group that a definite percentage of the broadcasting band should by law be made available to it for its purposes. Similar requests come from others. It is important that those interested in the radio industry should make known to all the technical difficulties involved in such action and the unsoundness of the principle. Congress should keep its hands off this broadcasting band or it should make a complete distribution of it. This radio house cannot stand against divided administrative authority and action.

Candor compels me to add that the action of the Senate in the last session and a knowledge of the general sentiment of the then membership of the House convince me that should the present Congress be persuaded that discrimination has been practised against any group of our citizenship, or that there has been a disregard of the public interest in the granting or the withholding of a license in a particular case, it would not hesitate to act. Its action would be intended not as a repudiation of the principle here stated but as a necessary exception to it.

SUBJECT MATTER PRIORITY

ONE other phase of this question of priority merits passing comment. It is not beyond doubt that either the Congress or the Commission will sooner or later be faced with the task of establishing priorities as to subject matter. The increasing demand for an enlarged use of radio for governmental agencies, for educational purposes, the constantly increasing discussion of political and public questions, the reports of public events and the other uses of a public nature, are all bringing conflict of interest and confusion of desire. It may be of interest to you to know that in three bills introduced in previous sessions of Congress it was proposed to confer upon the regulatory body authority to prescribe the priorities as to subject matter to be observed by each class of station and of each station within any class. This language was omitted from the draft out of which grew the present law, but I am by no means certain that the enlarged demands upon the facilities available will not bring this question sharply before Congress and the Commission.

I refer to but a single other underlying thought in the minds of those responsible for the drafting of the law. The question often arises as to the power of the Commission to revoke or to refuse to renew an existing license, and then as to the right of an owner whose license is revoked to compensation for his loss. I do not think there

can be doubt as to the right to revoke or to refuse to renew a license, and I express the opinion that in neither case is there obligation to compensate. Certainly the law was drafted upon this assumption. The authority of Congress to regulate radio communication springs from the Commerce clause of the Constitution. Congress has asserted that no one may engage in interstate or foreign communication by radio unless licensed so to do by the Federal Radio Commission. It has said to the Radio Commission that it may license only those stations whose operation will serve a public interest. Manifestly the Commission is obligated to refuse a license and to deny renewal of a license if the operation of the station will not serve the public interest. Clearly too, the public interest is not met by continuing a station in operation if a greater public service would come from the use of the frequency in question by another person, elsewhere, or for another purpose. If this is not so, then your broadcasting structure has become rigid and new conditions may not be met.

INDIVIDUAL MUST LOSE

AND no individual has just cause for complaint if his individual interest suffers in the public behalf. He makes his expenditure of time, of effort and of money in the knowledge that his license is limited in time, that his rights thereunder are, at the most, qualified and conditional. His situation is closely akin to that of one who builds a bridge across a navigable stream. The duty of the Government is to so maintain this stream that commerce may move thereon free from obstruction and interruption. And if in the course of events this bridge, lawfully built though it was, becomes an obstruction to navigation then it must be removed, and compensation for such removal is not paid by the Government for the sound reason that the owner built the bridge subject to this right in the Government to require its removal. Just so, the 1927 Act contemplated the exercise of the power of revocation or of denial or renewal of a license if the use of the frequency by the licensee blocked or impeded the full flow of this form of commerce if by other persons, at other places and in other circumstances, a larger and more efficient use could be made of the frequency. And the

K·M·B·C

**"First—
in the Heart
of America"**

**Now
Becomes**

**a Key
Station
of the
Columbia
Network**

**Adding—
Additional
Prestige
Listener
Interest
Value**



**Midland
Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.**

The only chain affiliated station in Washington taking electrical transcriptions.

**SPOT YOUR SPOT
BROADCASTING OVER**

WMAL
Washington, D. C.

500 Watts " 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

law made no provision for the payment of compensation in either case. The loss falls upon the licensee who made his expenditure in the knowledge of this possibility.

Our broadcasters have a very direct interest in international treaties affecting radio. To this time has been no effort to assign frequencies to nations but the Convention of Washington established the broadcasting band and allocated the entire spectrum to services. Without doubt the forthcoming conference at Madrid will likewise set apart a portion of the spectrum for broadcasting uses. This international action has fixed the limits within which our regulatory body must confine itself in making broadcasting allocations. There are often suggestions that other frequencies than those now assigned should be used for broadcasting. The appeal for these changes should be addressed to those charged with the negotiation of our treaties rather than to the Radio Commission.

NEW LEGISLATION

I ANTICIPATE that few important changes in radio law will be made during the coming Congress. There are, however, a number of amendments that should be adopted. A defect in the amendment of the appeal section of the law (Sec. 16) by the last Congress should be corrected. Obviously we should repeal the section of the law requiring construction permits or we should authorize an appeal from the decisions of the Commission with respect to them.

There is constant pressure upon those of us who have been interested in radio legislation to do something to restrict advertising over the air. There are indications which may not be overlooked, that that there is restiveness on the part of the public and of the Congress because of the extent to which broadcasting facilities are today given over to personal or to purely private commercial uses. I hazard the opinion that through the pressure of public sentiment or through the exercise of regulatory power, there will be in the future a more restricted use of radio for these individual purposes. Proposals for legislation on both of these subjects are probable but these and other major problems in my opinion will not be disposed of at this time.

One such problem of especial interest is that of the creation of a Communications Commission where shall be centered the authority now

shared by many agencies of the Government. Today, the Radio Commission, the Radio Division of the Department of Commerce, and the Interstate Commerce Commission all have an authority over radio communication. The Interstate Commerce Commission and the State Department have authority over communication by wire. If these two means of communication are to be kept as competitors it seems clear that a single body should prescribe the conditions under which they operate—so far as Government may properly do this—in order that they may operate under comparable and fairly competitive conditions—and if at some time the merger or consolidation of these means of communication is effected, then manifestly a single authority, rather than a divided one, should regulate their activities. The principle of a single Communication Commission is sound. What the scope of its powers and the manner of the exercise of these powers should be, offers wide latitude for discussion and for differences.

Stephen Davis, former solicitor of the Department of Commerce, once wrote that radio is unique among business enterprises in that it cannot exist without regulation. He spoke truly. Transmitting stations in every field far exceed in number the available frequencies. This is especially true in the broadcasting band. Without assignment of definite frequencies, limitation of power, fixing of time of operating, without taking into consideration the location of stations, chaos would result. All concede the necessity of governmental control. But the Government's hand should be lightly laid upon this industry still "in the gristle and not yet hardened into the bone of manhood."

The hope of development and of progress along sound lines rest more largely with you than in law. You have a large responsibility for you are dealing with, in some measure you control, one of the powerful influences in the life of the nation. Our systems of communication are the carriers of news and knowledge; the instruments of trade and commerce; promoters of mutual acquaintance; of good will and of peace among men and nations. They are here in America a flame fusing our people of many origins into an American type, with common ideals and common aspirations for our country. You have splendidly met the obligations these considerations impose. That you will continue to do so, I do not doubt.

Roster of NAB Attendance . . .

(Continued from page 7)

WFBL, Syracuse, N. Y.—Charles F. Phillips.
WFDL, Flint, Mich.—F. D. Fallain, Russell L. Ballard.
WFIW, Hopkinsville, Ky.—D. E. Kendrick, Gene Wyatt.
WGAR, Cleveland—John F. Patt, Fred R. Rippley.
WGBI, Scranton, Pa.—Frank Megargee.
WGN, Chicago—C. J. Meyers, Louis G. Caldwell, Quin A. Ryan.
WGR, Buffalo—T. R. Lounsberry, Jack Valentine.
WGY, Schenectady—Winslow Leighton.
WHAS, Louisville—Martin Campbell.
WHB, Kansas City—Donald Dwight Davis.
WHBY, Green Bay, Wis.—James A. Wagner.

WHEC, Rochester, N. Y.—Lawrence G. Hickson, LeMoire Wheeler, Clarence Wheeler, Glenn H. Bancroft, Miss Carmen Ogden.
WHK, Cleveland—M. A. Howlett, Deane Kintner.
WHP, Harrisburg, Pa.—A. H. Stackpole.
WILL, Urbana, Ill.—Joseph J. Wright.
WIP-WFAN, Philadelphia—Benedict Gimbel, Jr.
WGAS, Pittsburgh—H. J. Brennen, S. A. Pickering, J. A. Morrison.
WJAY, Cleveland—E. C. Melrose.
WJBK, Detroit—James F. Hopkins, Charles Boher, Dale Robertson.
WJR, Detroit—Leo J. Fitzpatrick, G. A. Richards, J. Marblestone.
WKBN, Youngstown, O.—C. C. Townes, Betty C. Clair.

WKBZ, Ludington, Mich.—K. L. Ash-backer.
WKJC, Lancaster, Pa.—A. Z. Moore.
WKZO, Kalamazoo, Mich.—John E. Fetzner.
WLAP, Louisville—Ralph L. Atlass, Arthur M. Clarke.
WLS, Chicago—Glenn Snyder.
WLW, Cincinnati—Joseph A. Chambers.
WMAI, Washington—Martin A. Leese.
WMAQ, Chicago—W. R. Lindsay, William S. Hedges.
WMBC, Detroit—W. Wright Gedge, E. H. Clarke.
WMBD, Peoria, Ill.—Edger L. Bill, E. C. Smeeding.
WMT, Waterloo, Iowa—Harry Shaw.
WNAC, Boston—John Shepard, 3rd.
WNAX, Yankton, S. D.—J. C. Gurney.
WNBF, Binghamton, N. Y.—Cecil D. Mastin, J. R. Goranflo.
WNBW, Carbondale, Pa.—W. S. McCachren.
WOAI, San Antonio, Tex.—J. G. Cummings.
WOB, Charleston, W. Va.—J. Stanley Stephens.
WHO-WOC, Des Moines-Davenport—Dr. Frank W. Elliot, Peter MacArthur, J. C. Maland, D. D. Palmer.
WODA, Paterson, N. J.—Richard E. O'Dea.
WOKO, Albany—Harold E. Smith.
WOL, Washington—LeRoy Mark.
WOR, Newark—Alfred J. McCoskor, Walter J. Neff.
WPAD, Paducah, Ky.—Pierce E. Lackey.
WPG, Atlantic City—Edwin M. Spence.
WPTF, Raleigh, N. C.—H. K. Carpenter, Richard Mason.
WRAK, Williamsport, Pa.—C. R. Cummings.
WRC, Washington—K. H. Berkeley.
WRVA, Richmond, Va.—C. T. Lucy, E. D. Noff.
WTAG, Worcester—John J. Storey.
WTMJ, Milwaukee—Walter J. Damm, Ray E. Hill, Robert D. Boniel.
WSB, Atlanta—Lambdin Kay.
WSBT, South Bend, Ind.—L. M. Kennett.
WSEN, Columbus, O.—J. G. Tritsch, W. P. Hartsock.
WSM, Nashville—C. R. Clements, Harry Stone.
WSMB, New Orleans—H. Wheelahan.
WSYR-WHAC, Syracuse, N. Y.—Howard C. Barth.
WTAM, Cleveland, O.—Miss Patty Jean, S. E. Leonard.
WTAX, Springfield, Ill.—Jay A. Johnson.
WTIC, Hartford—Paul W. Morency.
WWL, New Orleans—A. S. Foster.
WWJ, Detroit—Jefferson B. Webb, James C. Ross, E. L. Tyson, Herschell Hart.
KFBI, Milford, Kan.—J. Buryl Cott-ridge.
KFEL, Denver—Frank Bishop.
KFH, Wichita, Kan.—J. Leslie Fox.
KFVS, Cape Girardeau, Mo.—Oscar C. Hirsch, W. W. Watkins.
KFYR, Bismarck, N. D.—P. J. Meyer.
KGIR, Butte, Mont.—Ed. Craney.
KMBC, Kansas City—Arthur B. Church, Dr. George E. Halley.
KMOX, St. Louis—William H. West, Woody Klose.
KOIN, Portland, Ore.—C. W. Myers, John T. Fitzgerald.
KPRC, Houston, Tex.—G. E. Zimmerman.
KQV, Pittsburgh—John H. Buchheit, W. D. Shaler.
KSL, Salt Lake City—Earl J. Glade.
KSTP, St. Paul—Stanley E. Hubbard.
KVOO, Tulsa, Okla.—H. A. Hutchinson, Leonard Byars.
KWK, St. Louis—Thomas Patrick Convey, Tony Cabooch.
Detroit Free Press—Neal Tomy.
U. S. Office of Education, Washington—C. M. Koon.
U. S. Department of Commerce—William D. Terrell, Arthur Batcheller, W. D. Hayes, J. E. Brown.
Graybar Electric Co., New York City—O. E. Richardson.
World Broadcasting System, Inc., New York City—J. H. Neeler, Ernest B. Foote, Edgar H. Felix.
Advertisers Radio Service, Inc.—William G. Rambeau.
American Telephone & Telegraph Co.—Ralph W. Armstrong.
Associated Music Publishers, New York City—Merritt E. Tompkins.

The Biow Company, New York City—Harold A. Lebar.
Campbell-Ewald Co.—M. A. Hollins-head, Arthur Hall Hayes.
National Advisory Council on Radio in Education, New York City—Levering Tyson.
National Committee on Education by Radio, Washington—Tracy F. Tyler.
National Radio Advertising, Inc., New York City—Raymond Soat, Edward E. Voynow, James L. Free, P. B. Lyon, Ford Billings, George J. Podyen.
Westinghouse Radio Stations, Pittsburgh—Benjamin Soby, Walter Evans.
Kiernan-Lauder Associates, New York City—Ray S. Launder.
BROADCASTING, The News Magazine of the Fifth Estate, Washington—Sol Taishoff, Martin Codel, F. G. Taylor.
Consolidated Press Ass'n, Washington—A. F. Harrison, Horace Epes, Ernest J. Elwood, Jr.
Electrical Research Products, Inc.—F. C. Bisbee, B. B. Davis.
Western Electric Co.—F. W. Cunningham, Jerry Merguelen.
Scott Howe Bowen, Inc.—Scott Howe Bowen and Howard S. Meighan, New York; D. S. Hastreiter, Detroit; Fred Klaner, Jr., J. William Macy, Chicago.
Federal Radio Commission—Dr. C. B. Jolliffe, chief engineer.
A. T. Sears and Son, Inc., Chicago—A. T. Sears.
Jenkins and Adair, Inc., Chicago—S. E. Adair.
Rogers and Smith, Chicago—E. G. Opie.
Broadcast Advertising, Chicago—R. E. Robertson, G. W. Stamm, S. N. Koch.
Cleveland Plain Dealer—R. S. Stephan.
Printers Ink, Chicago—G. A. Nichols.
Radio Digest—Charles Tighe, Scott Kingswell.
Variety—Leo Elman.
Bertha K. Wulff, Columbus, O.
F. X. Farrell, Chicago.
Warner Sayers, Cincinnati.
S. Bornheimer, Chicago.
C. M. Jansky, Jr., Washington.
Paul M. Segal, Washington.

STATION KFVD, Culver City, Cal., has brought about the conviction of a man who represented himself as a radio time salesman over the telephone and secured contracts with merchants. Paul Meyers, station commercial manager, previously announced that many complaints had been made from merchants who had been tricked.

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The surveys from which this method was developed have disclosed facts such as these regarding Station KDKA:

During the first six months of 1931 a letter was received for one out of every 35 persons living in the Primary Zone

of Influence of KDKA. One family in eight was heard from. One family out of every four having a receiving set responded.

A check of single-station programs (available from one station only and not a chain) heard by 4,200 owners of radio sets in the KDKA Primary Zone of Influence showed that, among programs of this type mentioned, 77 per cent came from Station KDKA.

Station influence today is built on program appeal . . . and the programs of Station KDKA have built an audience which dominates the area encompassed in Station KDKA's Primary Zone of Influence.

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KYW-KFKX

Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street

ACTIONS OF THE FEDERAL RADIO COMMISSION

OCTOBER 14-30 INCLUSIVE

Applications . . .

OCTOBER 14

WPCB, New York, N. Y.—Modification of license to change frequency from 810 kc. to 570 kc. and hours of operation from D to sharing with WMCA.

WELL, Battle Creek, Mich.—CP to move station locally, install new equipment and increase power from 50 to 100 w.

WFBG, Altoona, Pa.—CP to install new transmitter. NEW, Batesville, Ark.—Henzia Ortman for CP to erect a new station to use 1500 kc., 10 w. D.

KMLB, Monroe, La.—Voluntary assignment of license to Liner's Broadcasting Station, Inc.

KGJF, Little Rock, Ark.—Involuntary assignment of license from First Church of The Nazarene to Arkansas Radio & Equipment Co.

KOY, Phoenix, Ariz.—Modification of license amended to request facilities of KOB.

NEW, Henry Hotel, Pittsburgh, Pa.—J. B. Spriggs for CP to erect new station to use 800 kc., 5 kw. D.

Applications Returned—NEW, Louis Reis, New York, N. Y.; WTAG, Worcester, Mass., to increase power; WNYC, New York, N. Y., to increase power; WBEN, Buffalo, N. Y., for changes in equipment; WNBO, Silver Haven, Pa., for automatic frequency control; KDKA, Pittsburgh, Pa., for new equipment; NEW, Sulphur Springs, Ark.; NEW, Pampa Broadcasting Co., Pampa, Tex.; NEW, Athens, Tex.; WSOC, Gastonia, N. C., to move transmitter; WSMB, New Orleans, La., to increase power; NEW, W. E. Miller, Lake Charles, La.; NEW, The Edison Shop, Brownsville, Tex.; KLCN, Blytheville, Ark., to increase power; KGDA, Mitchell, S. D., to change equipment; NEW, Louis F. Kuester, West Bend, Wis.; NEW, Jenny Wrenn Company, Hutchinson, Kan.; NEW, The Call Publishing Co., Racine, Wis.; KGCR, Watertown, S. D., to move station locally.

OCTOBER 15

WMAQ, Chicago, Ill.—Voluntary assignment of license to NBC.

KFJY, Riverdale, Ia.—Voluntary assignment of license to Cedar Rapids Broadcast Co.

KLO, Ogden, Utah—Automatic frequency control.

NEW, Hollywood, Cal.—May Ronsaville for CP to erect new station to use 820 kc., 250 w., unlimited time.

Application Returned—NEW, Irene Reynolds, Jacksonville, Fla.; KXL, Portland, Ore.; KBPS, Portland, Ore.; KGAR, Tucson, Ariz., to change frequency.

OCTOBER 16

WGBB, Freeport, N. Y.—CP to move transmitter locally.

WJMS, Ironwood, Mich.—Modification of CP to change transmitter and studio location locally.

WOWO, Fort Wayne, Ind.—CP to install new equipment and increase power to 25 kw.

WOWO, Fort Wayne, Ind.—Modification of license to change hours of operation from sharing with WVVA to 6/7 time.

KTFI, Twin Falls, Idaho—Modification of license to increase power from 250 w. to 500 w. LS to 500 w. day and night.

Applications Returned—NEW, A. O. Klotz and Noel Reaben, McComb, Miss.; KMLB, Monroe, La., to change frequency; WFDV, Rome, Ga., to change frequency.

OCTOBER 17

WPRO, Providence, R. I.—License to cover CP granted 10-6-31 to make changes in equipment and obtain approval of local studio location change.

WSYB, Rutland, Vt.—License to cover CP granted 7-31-31 to move transmitter locally.

KGFX, Pierre, S. D.—Modification of CP to extend completion date from 10-20-31 to 12-20-31.

OCTOBER 20

WCAX, Burlington, Vt.—License to cover CP granted 6-17-31 to move station locally and change equipment.

WFEE, Manchester, N. H.—Modify CP, granted 6-26-31 for new station, to extend completion date to 12-29-31.

NEW, Beaver Falls, Pa.—C. J. Scott for CP to erect a new station to use 560 kc., 25 w., unlimited hours.

KFUL, Galveston, Tex.—License to cover CP, granted 8-25-31 for change in equipment.

WLBL, Stevens Point, Wis.—Modify CP, granted 6-24-31 for change in equipment, to extend completion date and change transmitter location to Jordan, Wis.

KFYR, Bismarck, N. D.—Modification of license resubmitted. Requests specified hours.

KLX, Oakland, Cal.—Modification of license to incorporate power from 500 w. to 500 w., 1 kw. LS.

Applications returned at request of applicants:

KJBS, San Francisco—For limited time.

NEW, Robert J. Wood, Lake Placid, N. Y.—For limited time.

NEW, Brooklyn, N. Y.—Jacob Rosenbaum and David Patasnik, for CP for 2752-2848, 2050-2150, 1600-1700 kc., 100 w. Visual broadcasting.

NEW, Philadelphia—Philadelphia Storage Battery Co. for CP for 48500-50300, 60000-80000, 43000-46000 kc. up to 1.5 kw. Visual broadcasting.

W2XF, New York City—License covering CP for 43000-46000, 48500-50300, 60000-80000 kc., 5 kw. Visual broadcasting.

W9XAP, Chicago—Assignment of license to NBC. Visual broadcasting.

Application returned—KJBS, San Francisco, Calif. Requested Limited Time.

Application returned—New, Rober J. Wood, Lake Placid, N. Y. Authority to use 1220 kc. 100 w.

OCTOBER 21

KMCS, Inglewood, Cal.—CP amended to request transmitter and studio at 541 South Spring St., Los Angeles.

KMJ, Fresno, Cal.—CP to move transmitter locally, install new equipment, change frequency from 1210 kc. to 1350 kc., and power from 100 w. to 500 w.

KFUP, Denver, Col.—CP to move station to Cheyenne, Wyo., and change from sharing with KFXJ to simultaneous daytime operation, share with KFXJ at night.

OCTOBER 23

NEW, Greensburg, Pa.—Paul F. Klingensmith for CP to use 810 kc., 250 w., transmitter location at Youngwood, Pa.

KCRC, Enid, Okla.—Modification of CP granted 7-21-31, to extend completion date to 12-10-31.

NEW, Little Rock, Ark.—Edmund G. Hilger for CP to use 890 kc., 500 w., unlimited time.

KGCU, Mandan, N. D.—Modification of CP granted 6-26-31, to extend completion date to 11-5-31.

KIDO, Boise, Idaho—Modification of license, amended to request 1350 kc. instead of 1240 kc.

KFWI, San Francisco—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS.

OCTOBER 24

NEW, Mt. Clemens, Mich.—Edmund J. Meurer, for CP permit amended to request to share with WMPC instead of unlimited time on 1500 kc.

NEW, Greenville, S. C.—Battery & Electric Co., Inc., for CP to erect a new station to use 590 kc., 250 w., D. (Facilities of WDX).

NEW, Muscatine, Ia.—Norman Baker for CP to erect a new station to use 1170 kc., 5 kw., daytime.

WMBH, Joplin, Mo.—License to cover CP granted 3-13-31 for change in equipment.

Applications Returned—KTFI, Twin Falls, Idaho, for power increase; NEW, Washington, Pa., John Brownlee Spriggs for power increase.

OCTOBER 27

NEW, Hazleton, Pa.—Schuykill Broadcasting Corporation for CP amended as to applicant and to request daytime instead of limited time on 590 kc.

WJMS, Ironwood, Mich.—Modification of CP amended to request extension of completion date for two weeks.

WJAS, Pittsburgh—CP to install new transmitter and change frequency from 1290 kc. to 920 kc.

WKAR, East Lansing, Mich.—License to cover CP granted 6-20-31 for change in equipment.

WRBL, Columbus, Ga.—CP to make changes in equipment.

KSCJ, Sioux City, Ia.—License to cover CP granted 4-24-31 for change in equipment only.

KFXD, Nampa, Idaho—Modification of CP to extend commencement and completion dates.

KWCR, Cedar Rapids, Ia.—CP to move transmitter and studio locally.

NEW, Pittsburgh—Radio Vision Company for television CP for 2850-2950 kc. to 50 w.; NEW, Cuyahoga Heights Village, O.—The WGAR Broadcasting Co., television CP for 43000-46000, 48500-50300, 60000-80000 kc., 200 w.

WGAR Broadcasting Co., Detroit—New CP for 43000-46000, 48500-50300 and 60000-80000 kc. 200 w., visual broadcasting.

OCTOBER 28

WORC-WEPS, Worcester, Mass.—License to cover CP granted 9-1-31, for new equipment. Also requests authority to determine license power by direct measurement of antenna input.

WQBC, Vicksburg, Miss.—Modification of license to change from D hours to unlimited.

WFDV, Rome, Ga.—Modification of license to change frequency and time from 1310 kc. D to 1500 kc. unlimited.

WRBJ, Hattiesburg, Miss.—J. H. Harbour requests authority to assign his interest in the CP granted 9-22-31 to three partners.

KWK, St. Louis—Modification of license to change name of licensee to Thomas Patrick, Inc.

NEW, Wayne, Neb.—S. A. Lutgen resubmitted CP amended to request 100 w. instead of 250 w. on 1310 kc.

WHBU, Anderson, Ind.—Voluntary assignment of license to Anderson Broadcasting Corp.

OCTOBER 29

WAAT, Jersey City, N. J.—CP to install new equipment.

WJBK, Detroit, Mich.—CP amended to request 100 w. when not operating simultaneously with WIBM.

GLOSSARY

CP—Construction permit.

LP—Limited power.

LS—Power until local sunset.

LT—Limited time.

KC—Kilocycles.

KW—Kilowatts.

D—Daytime.

W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

NEW, Eastern Ohio Broadcasting Company, New Philadelphia, Ohio.—CP 850 kc., 500 w., Lt.

WTSL, Laurel, Miss.—License covering CP for removal of station to Laurel, Miss., from Shreveport, La.

WEBQ, Harrisburg, Ill.—Install automatic frequency control.

Applications returned—WTSL, Laurel, Miss.—Change hours of operation (returned at request of applicant); KFQW, Seattle, Wash.—Change equipment (Station deleted); KFXV, Flagstaff, Ariz.—Change equipment (into necessary); NEW, May Ronsaville, Hollywood, Cal.—New station on 820 kc. (returned because did not comply with G. O. 102 and 40. Also unsatisfactory transmitter).

Decisions . . .

OCTOBER 16

KGFF, Shawnee, Okla.—Granted CP to make changes in equipment to conform to requirements of G.O. 111, 115 and 116.

WOAX, Trenton, N. J.—Granted modification of CP to change type of equipment authorized by CP, to conform to requirements of G.O. 111, 115 and 116, and to change completion date from Oct. 20 to Dec. 1.

KTAT, Ft. Worth, Tex.—Granted authority to determine the licensed power of station by direct measurement of antenna input in compliance with G.O. 115.

KFJR, Portland, Ore.—Granted consent to voluntary assignment of license to Ashley C. Dixon, KFJR, Inc.

KGCU, Mandan, N. D.—Granted license to end of regular period—Dec. 1, 1931.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL, Laurel, Miss., on Saturday afternoons from Oct. 17 to Nov. 28.

Licenses of the following stations were renewed:

Temporary licenses were issued as follows, pending investigations:

KFH, Wichita, Kan.; WHAP, New York City; WCDA, New York City; WDAH, Amarillo, Tex.; WSAR, Fall River, Mass.; KGRS, Amarillo, Tex.; KTBS, Shreveport, La.; WOQ, Kansas City, Mo.; KGJF, Little Rock, Ark.; KTAR, Phoenix, Ariz.

Special authorizations were issued to the following stations to operate simultaneously from 3 a.m., EST, Nov. 1, 1931, to 3 a.m., EST, May 1, 1932, pending action on formal applications for modification of license:

WKBH, La Crosse, Wis.—During D with KSO; KSO, Clarinda, Ia.—During D with WKBH; WTAQ, Eau Claire, Wis.—During D with KSCJ; KSCJ, Sioux City, Ia.—During D with WTAR.

WBAK, Harrisburg, Pa.—Granted renewal of license, 1430 kc., 500 w., 1 kw. LS, shares daytime with WHP, night with WHP and WCAH, WCAH having half time.

WHP, Harrisburg, Pa.—Granted renewal of license, 1430 kc., 500 w., 1 kw. LS, shares with WBAK daytime, and with WBAK and WCAH at night, WCAH having half time.

WCAH, Columbus, O.—Granted renewal of license, 1430 kc., 500 w., unlimited day, shares night with WBAK and WHP, WCAH having half time. Also grant extension to May 1, 1932, of special experimental authorization to change hours of operation from sharing with WHP and WBAK to unlimited hours of operation, and to operate simultaneously with WHP, WOKO, and WHEC-WABO.

WOKO, Albany, N. Y.—Granted renewal of license, 1440 kc., 500 w., unlimited day, shares with WREC-WABO at night. Also granted extension to May 1, 1932, of special experimental authorization to change frequency from 1440 to 1430 kc. and hours of operation from sharing with WHEC-WABO to unlimited and operate simultaneously with WHP, WGAR and WREC-WABO.

WHEC-WABO, Rochester, N. Y.—Granted renewal of license, 1440 kc., 500 w., unlimited day, shares with WOKO at night; also granted extension to May 1, 1932, of special experimental authority to change frequency from 1440 to 1430 kc., and hours of operation from sharing with WOKO to unlimited to operate simultaneously with WOKO, WHP and WGAR.

WIL, St. Louis, Mo.—Renewal of license, because facilities have been applied for.

The following applications were dismissed at applicants' request:

NEW, American Television Labs. Ltd., Hollywood, Cal.; NEW, Arthur Liebscher, Philadelphia, Pa.

WREN, Lawrence, Kan. (Ex. Rep. 183)—Denied CP to install new equipment and increase daytime power to 2½ kw., and move transmitter, sustaining Examiner Hyde.

KGKO, Wichita Falls, Tex. (Ex. Rep. 210)—Denied CP to change equipment and increase power to 500 w., full time, sustaining Examiner Pratt.

KXA, Seattle—Denied modification of license as in cases of default; sustaining Examiner Pratt.

KMTR, Los Angeles—Denied CP to increase power, (Commissioner Lafont excepted), sustaining Examiner Pratt.

WJKS, Gary, Ind. (Ex. Rep. 235)—Granted modification of license to change frequency from 1360 to 560 kc., and changing hours of operation from sharing with WGES to unlimited, reversing Examiner Yost.

NEW, The Advent Christian Church, Portsmouth, N. H. (Ex. Rep. 244)—Application to operate on 1310 kc., 100 w., share with WKAV, withdrawn and dismissed at applicant's request, sustaining Examiner Walker.

WPSC, State College, Pa. (Ex. Rep. 247)—Granted renewal of license, 1230 kc., 500 w., D, sustaining Examiner Yost.

KFFX, Flagstaff, Ariz. (Ex. Rep. 248)—Granted renewal of license, 1420 kc., 100 w., unlimited time, sustaining Examiner Yost.

OCTOBER 20

WHBF, Rock Island, Ill.—Granted CP to move transmitter and studio locally.

WFIW, Hopkinsville, Ky.—Granted CP to move transmitter about 1/2 mile south of present location and change equipment to conform to G.O.'s 111, 115 and 116.

WEUU, Reading, Pa.—Granted modification of CP to change equipment to conform to G.O.'s 111, 115 and 116; slight transmitter move, and extend completion date from Oct. 7th, 1931, to January 7, 1932.

KMPC, Beverly Hills, Cal.—Granted modification of CP to change equipment to conform to G.O.'s 111, 115 and 116, and to change commencement date from July 6th to October 6th, 1931, and change completion date from October 6, 1931, to January 6, 1932.

KFLX, Galveston, Tex.—Granted license covering change in equipment; 1370 kc., 100 w., unlimited time.

WRBJ, Hattiesburg, Miss.—Granted consent to voluntary assignment of license, J. H. Harbour given authority to assign his interest in license of WRBJ to the other members of the partnership, D/B as Hattiesburg Broadcasting Co. Granted authority to discontinue operation to Dec. 15, 1931.

KECA, Los Angeles, Cal.—Granted consent to voluntary assignment of license to Earle C. Anthony, Inc.

NEW, Congress Square Hotel Co., Portland, Me.—CP for visual broadcasting set for hearing.

NEW, Boston, Mass.—Automatic Radio Mfg. Co. Inc., CP for special experimental service set for hearing.

NEW, Montgomery, Ala.—O. H. Stephens, Tr. as The Voice of Montgomery, CP 1500 kc., 100 watts, daytime, share with KGKB, set for hearing.

WBAK, Harrisburg, Pa.—Modification of license to change hours of operation from sharing with WHP and WCAH to sharing only with WHP on equal basis, set for hearing.

Applications for renewal of license for the following stations were set for hearing: WBGF, Glens Falls, N. Y.; WRAW, Reading, Pa.; KFYO, Abilene, Tex.; KMED, Medford, Ore., and KXA, Seattle, Wash.

OCTOBER 23

KSMR, Santa Maria, Cal. (Ex. Rep. 214)—Granted CP to move from Santa Maria to Bakersfield, Cal., reversing Examiner Walker.

WHOM, Jersey City, N. J. (Ex. Rep. 216)—Granted modification of license giving WHOM 3/4 time, sharing with WBMS 1/4 time, thus eliminating stations WNJ and WKBO, sustaining Examiner Pratt.

W9XV, Cartersville, Mo. (Ex. Rep. 219)—Denied modification of experimental license, sustaining Examiner Pratt.

NEW, Cartersville, Mo. (Ex. Rep. 220)—Denied CP to operate on 1420 kc., 100 w., share with WMBH, sustaining Examiner Pratt.

WRAX, Philadelphia (Ex. Rep. 223)—Denied CP to increase power from 250 to 500 w., sustaining Examiner Yost.

WHBY, West De Pere, Wis. (Ex. Rep. 232)—Denied CP to change frequency from 1200 to 950 kc., increase power from 100 to 500 w., 1 kw., LS, sustaining Examiner Hyde.

NEW, New Philadelphia, O. (Ex. Rep. 236)—Denied CP to operate on 1370 kc., 100 w., unlimited time, sustaining Examiner Hyde.

KGHI, Little Rock, Ark.—Granted consent to voluntary assignment of license to O. A. Cook.

WSMB, New Orleans—Granted consent to voluntary assignment of license to WSMB, Inc.

WKBC, Birmingham—Granted license covering local move of transmitter and installation of new equipment, 1310 kc., 100 w., unlimited time.

WQAM, Miami, Fla.—Granted license covering auxiliary transmitter, 560 kc., 250 w., auxiliary.

W2XX, New York City—Granted experimental license.

WIOXAO, New York City—Granted special experimental license.

The following applications were set for hearing:

NEW, Owosso Broadcasting Co., Owosso, Mich.—CP, 830 kc., 1 kw.

WDDL, Tupper Lake, N. Y.—CP to move transmitter and studio locally in Tupper Lake; change frequency from 1420 to 1220 kc.; change power from 100 to 500 w., and change hours of operation to D only, sharing with WCAD.

WNBO, Silver Haven, Pa.—Requests authority to install automatic frequency control.

NEW, Philadelphia Storage Battery Co., Philadelphia; NEW, The Evening News Assn., Detroit; NEW, Dr. George W. Young, Minneapolis, Minn.—Request CP for visual broadcasting.

KMO, Tacoma, Wash.—Requests CP to change frequency from 860 kc. to 1330 kc., power 250 w., unlimited time.

WOPI, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Licensee directed to file application for renewal of license through supervisor, on or before Nov. 7, 1931.

WSPD, Toledo—Granted permission to intervene in the application of the Community Broadcasting Co. of Toledo, to be held Nov. 13.

WCBA, Allentown, Pa.—Granted renewal of license; complaints now corrected.

WKBY, Connerville, Ind.—Voluntary assignment of license. Also CP, 1500 kc., 100 w., dismissed at request of applicant.

WWJ, Detroit—CP, 1020 kc., 5 kw., unlimited time, dismissed at request of applicant.

The following applications designated for hearing failed to enter their appearances within time allowed, and were therefore denied:

NEW, A. V. Arrington, Hemburg, Ark.; NEW, Capitol Broadcasting Co., Austin, Tex.; KGMP, Elk City, Okla., voluntary assignment of license; NEW, Robert C. Fluhrer, J. G. Frank and Louis B. Polstrack, York, Pa.; NEW, Robert Wilkin Stolzenbach, Springfield, O.; NEW, Lorain County Radio Corp., Lorain, O.; NEW, E. F. McDonald, Jr., Chicago; NEW, Phoenix Junior College, Phoenix, Ariz.

WOOD, Grand Rapids, Mich.—Granted permission to take depositions of certain witnesses in Grand Rapids.

WLCI, Ithaca, N. Y.—Hearing cancelled as applicant for its facilities defaulted; license to be renewed for operation on Sundays only from 10.45 a.m. to 12.15 p.m.

WCAU, Philadelphia—Motion to strike protest and petition of WOWO, Ft. Wayne, against proposed increase of power of WCAU, denied, since Commission has already denied petition of WOWO.

KFFX, Flagstaff, Ariz.—Action of Commission of Oct. 16, renewing license to operate on 1420 kc., 100 w., rescinded. A. H. Schermann, who was assigned this license on July 28, notified he must file application for renewal.

OCTOBER 27

WELL, Battle Creek, Mich.—Granted CP to move transmitter and studio from W. State St. to W. K. Kellogg Inn, Champion St., Battle Creek, install new equipment and increase power to 100 w.

WGBS, New York City—Granted consent to voluntary assignment of license and CP American Radio News Corp.

WRBQ, Greenville, Miss.—Granted permission to reduce power to 50 w. while replacing power supply destroyed by fire.

W3XP, Whippany, N. J.—Granted increase in power from 1 kw. to 50 kw., from Oct. 26 to Oct. 29.

NEW, Milwaukee, Wis.—The Journal Company granted CP for special experimental purposes.

WIXAK, Chicopee Falls, Mass.—Granted renewal of special experimental license.

Regular renewals were granted the following:

WCOA, Pensacola, Fla.; WSMB, New Orleans; WTFI, Athens, Ga.; KFFY, Spokane; KSO, Clarinda, Ia., and WHOM, Jersey City, N. J.

WBMS, Hackensack, N. J.—Granted temporary license pending result of investigation.

WTAQ, Eau Claire, Wis.—Granted temporary license pending action after hearing on licensee's application for renewal.

KSCJ, Sioux City, La.—Granted temporary license pending action after hearing on licensee's application for renewal.

KGFE, Los Angeles—Granted 30 day license from Nov. 1, pending decision of the Commission on examiner's report as result of hearing.

KLRA, Little Rock, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

KUOA, Fayetteville, Ark.—Granted temporary license pending action after hearing on licensee's application for renewal.

WAWZ, Zarepaath, N. J.—The Commission reconsidered its action of August 14, designating licensee's application for hearing, and granted renewal of license for regular period.

KOB, State College, N. M.—Granted authority to move to Albuquerque, subject to selection of satisfactory location and improvements to equipment.

KMCS, Inglewood, Cal.—Hearing date continued for 30 days from November 4.

KFAB, Lincoln, Neb.—Application for renewal of license, heretofore set for hearing, dismissed from docket.

WPCH, New York City—Request for change in frequency from 810 to 570 kc., and hours of operation from daytime to sharing with WMCA, set for hearing.

KFJZ, Ft. Worth, Tex.—Renewal of license set for hearing because facilities of station have been applied for.

NEW, WJR, The Goodwill Station, Pontiac, Mich.—Request for visual broadcasting, CP set for hearing.

NEW, Wm. O. Ansley, Jr., Abilene, Tex.—Denied application to extend time for the filing of exceptions to Ex. Rep. 259; also denied permission to intervene in the hearing on the renewal application of KFYO, Abilene, Tex.

Washington Visitors*

- Senator Wallace White, Jr., Maine.
- Gerald Harrison and Paul De Mar, WNAC, Boston.
- A. J. McCosker, WOR, Newark.
- Stephens Pace, new station applicant, Americus, Ga.
- J. Corab, KMMJ, Clay Center, Neb.
- M. A. Leese, M. R. Baker and Larry Elliott, WMAL, Washington.
- Leroy Mark, WOL, Washington.
- Edwin K. Cohan, L. W. Lowman, H. V. Akerberg, Columbia Broadcasting System.
- H. S. Price, R. E. Coram, Bell Laboratories.
- L. E. Whittemore, American Tel. & Tel.
- W. S. McCachren, WHP, Harrisburg, Pa.
- C. R. Cummins, WRAC, Williamsport, Pa.
- G. A. Irland and G. R. Faint, WJBU, Lewisburg, Pa.
- Benjamin Soby, Westinghouse Company, Pittsburgh.
- J. P. Fishburn, Jr., WDBJ, Roanoke, Va.
- A. S. Foster, WWL, New Orleans.
- Lewis Burk, WCSC, Charleston, S. C.
- Philip E. Allen and A. E. Heiser, WLVA, Lynchburg, Va.
- Henry P. Rines, WCSH, Portland, Me.
- Charles W. Myers, KOIN, Portland, Ore.
- J. S. Boyd, WIBO, Chicago.
- Rev. J. C. O'Hair, WPCC, Chicago.
- W. E. Lancaster, WTAD, Quincy, Ill.
- Edgar Felix, New York City.
- Edwin M. Spence, WPG, Atlantic City.
- E. B. Craney, KGR, Butte, Mont.
- George B. Hartrick, WEXL, Royal Oak, Mich.
- J. C. Gurney, WNAX, Yankton, S. D.
- Thomas Patrick Convey and Edward Goodberlet, KWK, St. Louis.

*A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, October 14-30.

OCTOBER 30

WGBB, Freeport, N. Y.—Granted CP to move transmitter locally.

KIDO, Boise, Ida.—Granted modification of license to change frequency from 1250 to 1350 kc.

WFEA, Manchester, N. H.—Granted modification of CP to extend completion date from Oct. 25 to Dec. 29, 1931.

WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date from Sept. 15 to Oct. 15, 1931.

KFJY, Riverdale, Ia.—Granted consent to voluntary assignment of license to the Cedar Rapids Broadcast Co.

WSYB, Rutland, Vt.—Granted license covering removal of transmitter locally.

KLO, Ogden, Utah—Granted authority to install automatic frequency control.

WMAQ, Chicago, Ill.—Granted consent to voluntary assignment of license to NBC.

WIS, Columbia, S. C.—Denied authority to increase power to 1 kw. on Nov. 5.

KWKH, Shreveport, La.—Denied permission to have oral arguments on Exam. Rep. 59 and 249.

WEVD, New York City (Ex. Rep. 176)—Granted renewal of license to operate on 1300 kc., 500 w., share with WBRR, WHAP and WHAZ, reversing Examiner Pratt. (Commissioners Saltzman and Starbuck dissented.)

WCKY, Covington, Ky. (Ex. Rep. 186)—Granted modification of license to change hours of operation from 4/7ths to unlimited time, reversing Examiner Walker.

WIBR, Steubenville, O. (Ex. Rep. 287)—Denied renewal of license, sustaining Examiner Hyde.

WJAZ and WCHI, Chicago, ordered deleted.

WMBA, Newport, R. I. (Ex. Rep. 228)—Denied renewal of license, sustaining Examiner Walker.

KCRJ, Jerome, Ariz. (Ex. Rep. 245)—Granted renewal of license, 1310 kc., 100 w., day only, sustaining Examiner Yost.

KOCW, Chickasha, Okla. (Ex. Rep. 250)—Granted renewal of license, 1400 kc., 250 w., 500 w., LS; denied voluntary assignment of license to J. T. Griffin; denied CP to move transmitter and studio. Examiner Yost recommended granting of all three applications.

Set For Hearing—KOY, Phoenix, Ariz.—Requests modification of license to change power from 500 w. to 1 kw.

Applications Dismissed—The following applications are dismissed at applicants' request: NEW, the Atlanta Journal Co., Atlanta, Ga.—CP 2000-2100, 2750-2850 kc., 500 w., visual; NEW, Knoxville Journal Co., Knoxville, Tenn.—CP 1330 kc., 1 kw.; NEW, N. O. Clemensen, Payette, Ida.—CP 1200 kc., 100 w.; NEW, Frank E. Howe, Bennington, Vt.—CP 1290 kc., 50 w.; NEW, Gimbel Bros., Philadelphia—CP 2100-2200 kc., 500 w.

Applicants in the following cases, heretofore designated for hearing, failed to appear within time allowed, and applications are denied: W2XTF, Brooklyn, N. Y., modification of CP; NEW, Sanabria Television Corp., Chicago, Ill.—CP, television service; WGL, Ft. Wayne, Ind., modification of license 1370 kc., 100 w., 250 w. LS.; KFVB, Hollywood, Cal., CP 950 kc., 1 kw., 2 1/2 kw. LS.

Renewal of Licenses—KTFI, Twin Falls, Ida., granted regular renewal; WCHI, Chicago, granted extension for tension for 30 days from Nov. 1; KYW, Chicago, granted regular license; WTAW, College Station, Tex., granted regular renewal; WCHI, Chicago, granted extension for 20 days from Nov. 1; WCKY, Covington, Ky., granted regular renewal.

Examiner's Reports . . .

NEW, Abilene, Tex.—Application of William O. Ansley, Jr., for new station on 1420 kc. 100 w. night, 250 w. LS, unlimited time, recommended for denial by Examiner Hyde. (Docket 1143, Report No. 259).

WKAV, Laconia, N. H.—Application for renewal of license. Examiner Walker (Docket No. 1282, Report No. 260), found that while station is licensed for unlimited time, has been operating less than 12 hours per day, in violation of G. O. 105. He recommended that the application for license renewal be granted for one-third time in 1310 kc. with 100 w., and that it be denied insofar as unlimited hours are requested.

WABI, Bangor, Me.—Application for renewal of license for failure to comply with G. O. 105. Examiner Walker (Docket No. 1233, Report No. 261), found that well station is licensed unlimited time, it has been operating less than 12 hours per day. He recommended that renewals be granted for one-third time on 1200 kc. with 100 w., and be denied insofar as full time is requested.

NEW, Garden City, Kan.—Application of Conard Studio for new station 1370 kc. 100 w., unlimited time, recommended for denial by Chief Examiner Yost (Docket No. 1272, Report No. 262) by default because of failure of applicant to appear.

WTMJ, Milwaukee—Report of Examiner Pratt (Dockets Nos. 1153, 1154, 1171, 1162, Report No. 263) rehearing involving restoration of service area on 620 kc., pursuant to mandate of Court of Appeals of District of Columbia.

WICC, Bridgeport, Conn., and WCAC, Storrs, Conn.—Application for renewal of licenses designated for hearing on account of failure of applicants to file a time-sharing agreement required by G. O. 105. Examiner Hyde (Docket No. 1343, Report No. 264) recommends approval of time-sharing agreement presented by stations and renewal of license, whereby WCAC may operate 3 1/2 hours weekly, with other periods during term of license to be used by WICC.

NEW, Laramie, Wyo.—Application of Sherwood H. Patterson for new station on 1340 kc., 500 w., unlimited time, recommended for withdrawal without prejudice by Chief Examiner Yost (Docket No. 996, Report No. 265).

WPCC, Chicago—Application for increase in power from 500 w. to 1 kw., recommended for denial by Chief Examiner Yost (Docket No. 1236, Report No. 266) because of Commission's action of Oct. 16 granting to WJKS, Gary, Ind., the 560 kc. channel, now assigned WPCC and WIBO, also Chicago.

KNBX, Springfield, Vt.—Application for increase in power from 10 to 50 or 100 w., on 1200 kc., recommended for denial by Examiner Pratt (Docket No. 1248, Report No. 267).

We are pleased to Announce

THE APPOINTMENT OF★
NATHANIEL SHILKRET

**As Musical Counsel for All Recorded
Broadcasting**

and

Dramatized Radio Merchandising

comprising: BETTY VANDEVENTER
LEONARD E. L. COX
MARY OLDS

As Our Program Bureau

★ To increase our effectiveness as leading radio station
representatives, to aid in the sale of their time and
to better our service to advertisers and their agencies.

SCOTT HOWE BOWEN, Inc.
CHRYSLER BUILDING
NEW YORK CITY

Chicago
Wrigley Bldg.

Detroit
Fisher Bldg.

Omaha
502 Barker Bldg.

Kansas City
1016 Baltimore Ave.

San Francisco
865 Mission St.

Boston
185 Devonshire St.

CREAM of the NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by — — — —

WCSH

Portland,
Maine

*Affiliated with the NBC
Basic Red Network*

1000 Watts Full Time 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

Only 99 radio stations can buy
the
biggest thing
in radio for
3^c
a minute!

Are you one of them?



BEACON SYNDICATE, INC.

373 Fourth Avenue

New York City

President, Harold Matson

Vice President, Peter Dixon

BROADCASTING

Vol. 1 No. 3 PUBLISHED IN

WASHINGTON, D. C., NOVEMBER 15, 1931 •

\$3.00 the Year
15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

NBC ARTISTS SERVICE

OF THE

NATIONAL BROADCASTING COMPANY

GEORGE ENGLES, Director



"Distinguished Artists Under a Distinguished Management"

» »

NBC Artists Service has under its management and available for radio programs the largest and most distinguished list of celebrities and features of the air. It represents the largest organization of its kind in the country.

» »

NEW YORK—711 Fifth Avenue
CHICAGO—Merchandise Mart

SAN FRANCISCO—111 Sutter Street
PORTLAND, ORE.—Public Service Bldg.

CREAM of the NEW ENGLAND COVERAGE

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WCSH

Portland,
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*Affiliated with the NBC
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1000 Watts Full Time 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

FIRST in CHICAGO

- ● In Total Number of Local Clients
- ● In Total Number of Local Commercial Programs
- ● In Total Number of Local Commercial Hours
- ● In Total Dollars and Cents Revenue
- ● In Percentage of Renewals (Renewal Ratio)

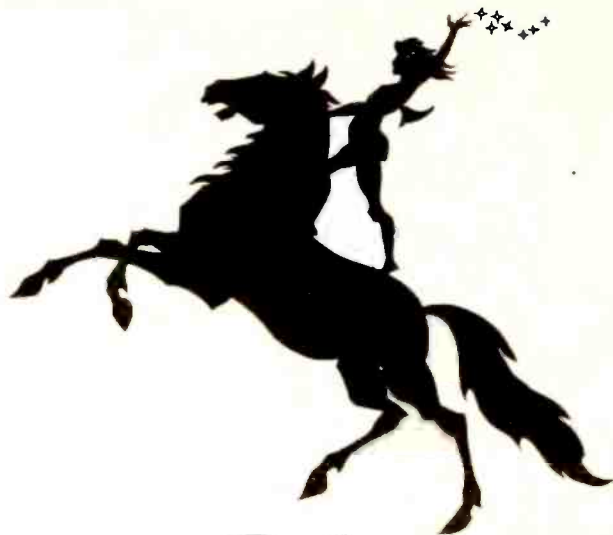
The Air Theatre

25,000 WATTS
389.4 METERS

WBBM

100% Modulation
.. Clear Channel

WESTERN KEY STATION *of the* COLUMBIA BROADCASTING SYSTEM



Silhouettes Upon the Ether

OUT OF THE FAMOUS BELL LABORATORIES after six years of experiment, comes a vast improvement to broadcasting by electrical transcription: *Western Electric Noiseless Recording*. This new method, now offered to advertisers and advertising agencies as part of World Broadcasting System's facilities for nation-wide spot broadcasting, brings a richness and distinction to broadcasting that lifts these special programs completely out of the rank and file. It doubles the musical range and eliminates all extraneous surface noises—brilliantly silhouetting the program on the ether! *l l l*

America's leading advertisers are using what is now America's outstanding method of broadcasting. Among these are Chevrolet Motor Company, Vick Chemical Company, Drug, Inc., Life Savers, Inc., John H. Woodbury, Inc., Maxwell House Coffee, Remington Rand, Inc., Phillips' Dental Cream.

l l l While this method is fresh and new there is added value. The World Broadcasting System will gladly advise the station and time at which these programs may be heard in every part of the country. Ask for booklet SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building

50 West 57th St., New York



SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto 6-242 General Motors Building, Detroit 333 N. Michigan Avenue, Chicago Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

BROADCASTING

The NEWS MAGAZINE of THE FIFTH ESTATE

VOL. 1, NO. 3

WASHINGTON, D. C.

NOVEMBER 15, 1931

\$3.00 PER YEAR—15c A COPY

Radio's Progress in Five Years of NBC

By MARTIN CODEL

Aylesworth, Looking Backward and Forward, Compares Art To Printing as Contribution to Advance of Civilization

FIVE YEARS of organized national broadcasting have brought radio to the stage where it may justly be described as marking the greatest advance since the invention of printing in man's eternal battle against ignorance, war and intolerance. Yet we are just on the threshold of increased achievements in radio broadcasting.

These are the words of Merlin Hall Aylesworth on the occasion of the fifth birthday of the National Broadcasting Company. It was only five years ago—on November 15th, 1926—that NBC was created and went into operation.

What a tremendous growth and development in such a short span! The story of NBC, like the story of radio itself, is an epic of modern achievement. It is needless to recount its brief history here, but it seems apropos to put down some of the views and impressions derived from his experiences during those short few years by the man who guided its destinies from its inception, Mr. Aylesworth.

It was Owen D. Young, then chairman of the boards of the General Electric Company and the Radio Corporation of America, who called Mr. Aylesworth to the helm of NBC when the project of a regular network was conceived as a logical successor of the occasional networks formed of its own and various independently owned stations by the American Telephone & Telegraph Co.

Owen Young's Idea

THE A. T. & T., which had developed many radio patents in its research laboratories and owned several stations, in 1926 decided to forsake the broadcasting field, leaving it to others. Yet it saw immense revenues for itself in the toll lines needed to link stations for networks. Mr. Young is generally credited with having conceived the idea of a great chain of radio stations obtaining highest grade programs from a common source and devoting all its attention to their widespread distribution.



M. H. Aylesworth

Mr. Young called Mr. Aylesworth, son of a Denver minister and law graduate of the University of Colorado, from the managing directorship of the National Electric Light Association. The basic idea back of the network was that it should serve as a medium for disseminating programs that would stimulate radio equipment sales for its parent organizations. At that time the RCA held 50 per cent of its stock, G. E. held 30 per cent and the Westinghouse Company held 20 per cent. Today the NBC is a 100 per cent subsidiary of RCA.

How well NBC fulfilled its mission is only too well known by the radio world and the public at large. That within three years it placed itself free of subsidy and on a sound economic basis, is a fine commentary on Mr. Aylesworth's leadership and the efforts of the brilliant staff he gathered around

ONLY five years have elapsed since the NBC was created to provide the first regular network service to the American radio public. Those few years have been fraught with prideful accomplishment. Especially proud may be Merlin Hall Aylesworth, NBC president who has guided the destinies of the network since its inception.



him. What lies ahead for NBC—well, consider the gigantic Radio City project which John D. Rockefeller, Jr. decided to undertake largely upon the assurance that radio and television, as well as their allies of the opera, the theater and the movies, would be substantial tenants.

Two Years Ago

TWO YEARS ago Mr. Aylesworth wrote, for a symposium being prepared by this writer, as follows:

"The National Broadcasting Company came into existence as a realization of the ideal of nationwide broadcasting service. It was charged with the preparation and presentation of the highest type radio programs possible, together with the distribution of such programs via networks and associated radio stations throughout the country. As the starting point, it

took over the ownership of Station WEAJ and the extensive radio network developed by the American Telephone & Telegraph Company. WEAJ became the key station for the first, or Red, network. Shortly afterward, Station WJZ of New York and Station WRC of Washington, both owned by the Radio Corporation of America, which had developed a modest network of stations, were taken over on a management and operation basis. Station WJZ became the originating station for a second, or Blue, network, thereby providing an alternative program in most territories already covered by the WEAJ network. Still later, a third network was organized for the Pacific Coast, with San Francisco as the originating point. [Now there are two NBC networks on the Pacific Coast.]

Based on Service

"THUS came into being an organization primarily devoted to indirect sales promotion for the radio manufacturing industry. Its basic principle of operation was obvious. In order to carry out the purpose for which it was organized, it must of necessity be, first of all, an institution of service to the listening public, for the listener is the economic basis upon which the broadcasting structure rests. In other words, in order to serve the radio manufacturing industry, the broadcaster must give the radio listener what he wants. The sale of a radio set, in the final analysis is in reality the sale of a seat in the theater of the air. The buyer of that seat expects a continuous show throughout his waking hours, seven days a week, always different, always fresh, always interesting. Such is the sum and substance of the public's thought of an investment in radio.

"It was a kind of fate that caused commercial broadcasting to see the light of day in America—the New World—the Land of Opportunity—the haven of advertising and publicity. Having created a vast audience, the newly formed organization naturally turned to the sponsored program as the solution of its economic existence. In-

stead of looking upon the growing audience as a liability, this growing audience now became a valuable asset. Here, indeed, was the most numerous and attentive audience ever assembled. It could be reached in the quiet and intimate atmosphere of the home. It could be reached through the most natural channels for the exchange of human thought, namely, the speaking voice. And so the sponsored program received consideration.

"Today the radio station, as does its sister industry, the newspaper, depends for its financial support on advertising or the commercial message. A certain amount of time is set aside for broadcasting programs which include the messages of commercial institutions. The value of such advertising is its effect on the listener. So it is the listener who makes the programs. He is the judge, jury, prosecuting attorney, plaintiff, jailor and lord high executioner. If the broadcasters will furnish him what he wants, he will buy a radio set; if

not, he will not buy. If nobody wants radio sets, there will be no value to advertising programs placed on the air, and the financial structure of the broadcasting business topples."

Apparently, the public liked and wanted what was offered. Soon there was another network in the field, furnishing stimulating competition. Today the United States Census Bureau figures indicate that there are nearly 15,000,000 homes with radios in this country—just about every other home. Mr. Aylesworth wrote further:

Public Receptive

"THE EXPENDITURE of millions of dollars annually, the employment of hundreds of thousands of men and women, the use of thousands of miles of specially engineered wires to form networks—all these factors make possible the programs to which the entire nation listens every evening and during the day. Radio has had a most amazing pub-

lic acceptance—indeed, the most unusual acceptance of anything new since the beginning of time.

"It is to maintain that acceptance and the immense structure of the industry that the commercial program is cherished. It is the backbone of broadcasting, and as such, the foundation of every branch of the radio industry. It must serve industry and the public in general. And it does. To industry, the commercial program serves as the mouthpiece through which an organization may address the entire country. It serves the public by making possible programs of high quality such as would be impossible to attain were they to be financed in any other way."

To the foregoing explanation of the commercial basis of American radio Mr. Aylesworth, in our interview, said he could even now add but little. Brilliant, energetic, able, with a breadth of view born of his western heritage and with the keenest apperception of public relations of any man this writer has ever known, Mr. Aylesworth is today the outstanding figure in American broadcasting.

Since he was not disposed to discourse more on history and the whys of commercial radio, he was asked to tell his thoughts as they must travel back over five years of network dissemination of international and national programs of education, culture, current history, sports and entertainment. This is what he said:

"Organized national broadcasting today represents the greatest advance since the invention of type in man's eternal battle

against ignorance, war and intolerance. In fact, the radio transmitter and printing press now stand shoulder to shoulder as the two greatest forces used by mankind in defeating those elements in civilization which have heretofore obstructed the road leading to international understanding and universal peace.

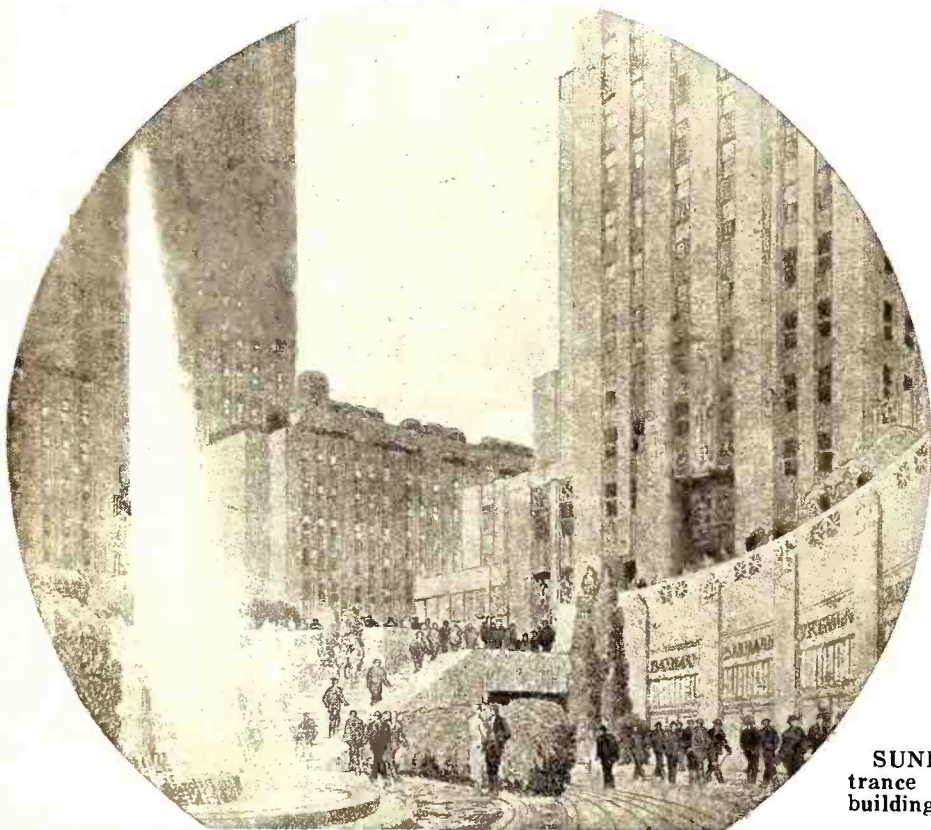
"In the field of promoting international good will and friendship needed as a foundation for worldwide amity, broadcasting of the future will play an important part. Already a tremendous start in this direction has been made. The programs which stations scattered at intervals throughout the country could not produce individually have been made possible under network organization. This is due to the fact that international and national broadcasts involve expense that would be prohibitive for one station.

Educated Public

"THE BEGINNING of such organized broadcasting came with the birth of the NBC in November, 1926. From the very first, the programs of this company were built with the idea of the greatest possible service to the American public. The problem of the heavy expense necessary to give such service and such programs was met by what are known as sponsored broadcasts. Whatever profit came from these broadcasts was immediately translated into NBC-sponsored presentations of an educational, religious, cultural and informative character.

"The first result of national broadcasting was that residents of smallest hamlets in the country could hear the major musical organizations of the land. It put the most of out-of-the-way sections of the United States on a par with the larger cultural centers in this respect. Gradually there crept into the national consciousness an appreciation of the better things in the world of music and this was the primary step in education by radio. The second major development came shortly after the birth of NBC. For years public speakers, editorial writers, ministers and teachers had carried on a campaign to arouse in the minds of people a sense of

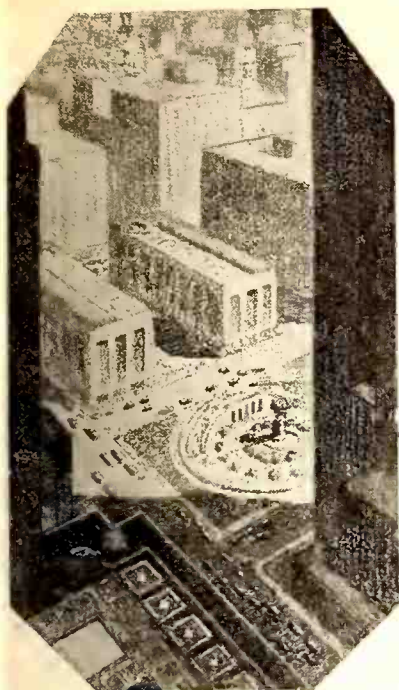
(Continued on page 27)



SUNKEN PLAZA—View of entrance to world's largest office building in Radio City.



TECHNICAL INQUIRERS—Officials of the Metropolitan Square Corporation and NBC, recently returned from a tour of Europe to collect data for Radio City. Left to right, Gerald Chatfield, technical director, NBC; Peter Clark, Radio City stage engineer; O. B. Hanson, manager of plant operations and engineering, NBC; S. L. (Roxy) Rothafel, in charge of Radio City theatrical enterprises; Leopold Ziegemeim, captain, S.S. Bremen; W. K. Harrison, Radio City architect; L. A. Reinhard, Radio City architect, and Arthur Pfister, NBC development laboratory.



PLAZA—A glimpse of adjacent buildings looking east from roof of International Music Hall.

Work on Radio City Construction Started

Leases in First 3 Units of Gigantic Project are Signed by Radio

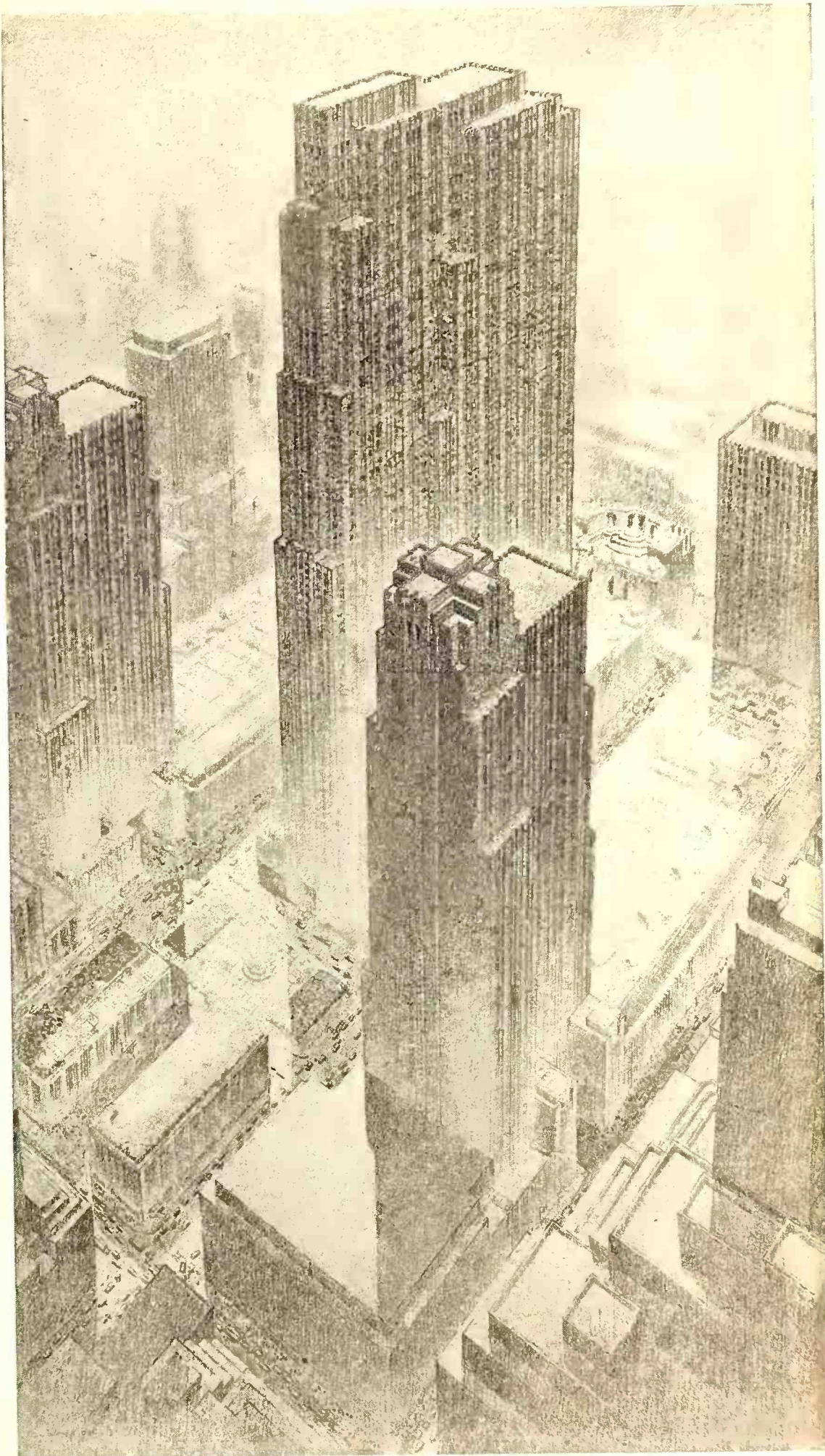
CONTRACTS have been awarded for the first three units of the gigantic Radio City project in midtown Manhattan, and work was started this month on the superstructures of two of them—the International Music Hall, which will house the world's largest theater, seating 6,500 persons, and the sound motion picture theater, which will seat 3,500.

About December 1 work will begin on the central unit of the entire project, a 66-story office and studio building that will tower 830 feet and that will house offices and studios of the NBC and various others. A 31-story office building, which will be occupied, with the exception of seven floors, by Radio-Keith-Orpheum Corporation and the RCA, will comprise an extension of the International Music Hall.

There are 10 buildings in all in the \$250,000,000 development, which undoubtedly is the largest single building undertaking in modern history. Already leases have been signed for about 1,000,000 feet of space in the first three units by the radio interests that are to be the principal tenants of the art center sponsored and financed by John D. Rockefeller, Jr.

What is believed to be the greatest group lease in history was signed on November 19 by Col. Arthur Woods, president of the Metropolitan Square Corporation, Mr. Rockefeller's holding company, as lessor; David Sarnoff, president of RCA; M. H. Aylesworth, president of NBC; and Col. Hiram S. Brown, president of the Radio-Keith-Orpheum Corporation.

Nearly 725,000 square feet of office and studio space was taken in the central building by RCA, NBC, and various subsidiaries, to be occupied on May 1, 1933. About 275,000 square feet of office space were taken by RCA in the 31-story building to be occupied next October.



RADIO CITY—An air view of the general development that will cover three square blocks from 48th to 51st Streets, between Fifth and Sixth Avenues, New York City. The view is from the east side of Fifth Avenue. This \$250,000,000 building project, the greatest in modern history, is being financed by John D. Rockefeller, Jr.

Higher Copyright License Rates Planned by Composers Society

Levy Scheduled February 1 May be as Much as Ten Per Cent of Each Station's Gross Income

ON THE THEORY that music is the backbone of radio broadcasting and that the copyright owners are entitled to a greater share of what they see as the growing profits of broadcasting, the American Society of Composers, Authors and Publishers is preparing to put into effect new license rates as of February 1, 1932. Exactly what the rates will be has not been disclosed, although unconfirmed reports have it that the Society is considering levying up to 10 per cent on each station's gross income.

Letters have been addressed by the various state representatives of the Society advising stations that "on or before January 1, 1932, we will advise you the terms and conditions upon which we will be prepared to enter into a new license with you for the privilege of broadcasting the copyrighted music of our members."

Further than this, the letters merely state that stations will be billed on or before the date of the expiration of their present licenses for the period to February 1, 1932. Most existing licenses are for one year but are cancellable on 30 days notice.

This move on the part of the Society came as somewhat of a surprise to the broadcasting fraternity, although it was well known that the Society was contemplating some step looking toward the derivation of more revenues from broadcasting than the nearly \$1,000,000 a year it is now supposed to be getting.

The Society's notices were mailed in the wake of a conference between a Society committee and a committee of the National Association of Broadcasters in New York City on Sept. 23 on call of the copyright group. Ostensibly, the meeting was intended to establish some sort of yardstick for levying new license fees on stations. A formula to displace the present haphazard and inequable arrangements was being sought, the broadcasters were given to understand.

Most of the conference, it was learned, was devoted to the broadcasters stating their side of the case. The broadcasters were in agreement that the Society give consideration to the published card rates of a station, which were said to reflect the power, frequency and sales strength of the station as evaluated by the station owner himself. The Society committee heard the broadcasters but entered into no commitments themselves beyond stating that a further conference would be called at a later date.

Radio Must Pay

SO FAR, no such conference has been called. At its Detroit convention in late October, the NAB board of directors also discussed the card rate basis of copyright license fees, and it was decided to place the matter in the hands of a special committee.

Whether the 10 per cent rate is really being contemplated by the Society, no one outside the organization is in a position to know. From its New York correspondent, BROADCASTING learned that the Society is taking the attitude that "radio must not bite the hand that feeds it music." Radio, he writes, is blamed for ruining the music publishing business and is held responsible for the alleged depression in the sheet music and phonograph businesses. And where the music business has suffered, figures are cited to show that the major broadcasting stations and the networks have been increasing their revenues substantially in the last 18 months.

The publishers of melody assert they cannot survive unless there is a substantial increase in the revenues forthcoming from the medium alleged to be responsible for the curtailment of the composers' and publishers' revenues from other sources. Our correspondent was informed that the Society is still busily engaged in computing what the new yardstick will be, and it was indicated that "the value of a composition may be based upon the revenue stations receive as a result of the program."

The Society points out that music is the commodity it has for sale, and its representatives contend that broadcasting cannot prosper without the tunes controlled and supplied by them. The organization's membership is given as 100 publishers and 750 writers.

Society's Attitude

"WE CONTROL no symphonic music or opera," said J. C. Rosenthal, general manager of the Society, in a statement that clearly reveals the Society's motives but gives only a faint inkling of its intentions. "Our products are the novelties, largely, upon which all modern high class entertainment is constructed. The broadcasting stations must have licenses to use these selections. We reserve the right to restrict their use from time to time as we deem necessary, otherwise a selection might be sung or played to death."

"Reputable broadcasters can get our permission to use certain music, but obviously, we must exercise control. It would not be wise for us to permit a broadcaster to run through the entire list of hits of a current Broadway show. That would keep people away from the theater. And when the show reached Chicago or some other city the tunes would be old and uninteresting because thousands heard them on the radio at home."

"We always take into account the commercial activities of the broadcasting stations when trying to arrive at an equitable arrangement with them. That is the main factor which determines how much the broadcaster is assessed for the music. The entire plan is a proposition of 'how much do you use our material and how much benefit do



CELEBRITIES COMPARE NOTES—While Dr. Harvey Fletcher, Bell Laboratories engineer, demonstrates, Dr. Leopold Stokowski examines experimental broadcasting devices in New York laboratory. Dr. Stokowski studied engineering at Oxford before becoming a musician. He has just been awarded the CBS medal for distinguished contribution to radio for his improvements in the technique of handling orchestral music before the microphone.

you derive from it?' That is a justifiable basis upon which to decide the tax. Obviously, we must demand a fair share of the proceeds of the organizations living primarily on our commodity.

Sheet Sales Ruined

"BACK in the halycon days of 1917 the performance rights for musical selections were only incidental. In those days a song was not a hit until 1,000,000 copies were sold. Frequently several million were sold over the counters of the music dealers. Today the sale of real hits in sheet form seldom goes over 100,000 copies. If they double that, it is a rare occasion."

"The phonograph was first to reduce the sale of sheet music. People began to collect libraries of records instead of sheet music. Now the radio has depleted the phonograph business and murdered sheet music sales. Now the only salvation for the music publishers is to collect their revenue from those who profit by the songs. They must collect from the broadcasters or quit the business."

The broadcasters it was indicated, are to derive further benefit from their music licenses. Recent arrangement completed by the Society enable stations in the United States to add certain music of foreign publishers to their libraries for microphone presentation. More than 1,000 selections are thereby freed for broadcasting in this country. The roster comprises England, France, Germany, Italy, Poland, Czechoslovakia, Sweden, Denmark, Norway, Brazil and the Argentine. This arrangement does not include symphonic and operatic selections.

Broadcasters are hopeful that they can remove some of the thorns in their side by some day controlling copyrights on compositions in much the same way that they have created artist bureaus to control the activities of the entertainers. The NBC has Radio Music, Inc. which points in this direction.

CBS Contemplating Enlarged Quarters

New Studios May Number 30; Present Space is Crowded

HAVING outgrown its present quarters, CBS is considering preliminary plans for more commodious accommodations in New York. Whether the network will remain in its present building at 485 Madison Avenue, or move to a new structure especially built to accommodate its expanding needs, has not yet been determined.

Now occupying eight floors in the Columbia Broadcasting System Building, under lease, the network is cramped for space. It has eight studios in the present quarters, and, it is understood, is planning between 25 and 30 in whatever new quarters it may occupy.

The advent of the 15-minute program, together with repeat programs, which are broadcast during early evening for the East and late at night for the West, have taxed the studio facilities. Studio rehearsals for the increased number of programs have congested operations considerably.

Bids for studio construction, incorporating the latest acoustical designs, have been solicited from time to time by CBS in working out the preliminary plans. So far as can be learned, no definite contracts of any character have yet been awarded.

Mills Denies Resignation

DENIAL of published reports that he is resigning from the presidency of Radio Music Co., NBC subsidiary, is made by E. Claude Mills, who was formerly executive head of the American Society of Composers, Authors and Publishers. The report published in Variety stated that E. F. Bitner of Feist's would succeed Mr. Mills.

Radio Stations and Press In a New Alliance

By **GEORGE A. HARDER**

Editorial Director, New England Westinghouse Stations

WBZ-WBZA Broadcasts of Consolidated Press Service Said To Whet Public's Appetites for Whole Newspaper

THE VEXED question as to whether the publication of news is solely a press prerogative or may properly become a function of the broadcasting station still causes strong men to beat their breasts and hurl harsh words into each other's teeth. Manifesting itself in fitful outbursts and in as many forms as Hydra had heads, the controversy between the Fourth and Fifth estates rages on. Perennially, at the national and regional symposia of publishers and editors the radio, alleged half-wit cousin of the newspaper, comes in for round upon round of verbal lashings, in part, because of its alleged vicarious attempts to publish the news.

That a certain section of the press of this country has become profoundly aroused to the so-called "radio menace" nobody today doubts. Some of our newspapers ruefully view the child they helped to nurture as an accursed Frankenstein monster which, given another 10 years of life, may turn on and destroy them.

Now broadcasting in the exuberance of its youth may appear to have usurped some of the traditional functions of its venerable godfather. Who would doubt that such an invention as the radio, dedicated as it is to the service of the public, could fail to enter the publishing business? (I use "publishing" advisedly and in the Websterian sense "to make known to people in general," which definition, it appears, is not restricted by the medium used).

Solution is Found

TODAY, after years of experimenting with this phase of broadcasting, we have found what appears to be the ultimate solution. This station now has its own news bureau, and serves as Boston headquarters for one of the leading press associations.

Having no active newspaper affiliation, our stations took advantage of the first leased press wire to be made available to broadcasting stations. In April of this year WBZ-WBZA contracted for a three months' trial run of the daily service furnished by the Consolidated Press Association. Under the personal direction of Horace Epes, vice president and general manager of CPA, who came on from Washington, the first program of tele-

graph and cable dispatches was broadcast.

The idea of feeding a microphone direct from a teletype on a daily schedule was novel and at once captured the popular imagination. It was another pioneering venture for Westinghouse and one destined to have a far-reaching effect both on the press and radio broadcasting. In less than one year stations in many other parts of the United States have installed the service. Doubtless there will be many more to follow when the value of the service becomes more generally known and appreciated.

Since the New York wire was first opened, special writings, feature stories, and color yarns from correspondents all over the world

by the telegraph desk of any metropolitan daily, at least insofar as the editorial function is concerned. In practice we take unusual liberties with all matter. The audience reaction unfailingly guides the blue pencils, for the aim is to make the listener feel that an absorbing tale is being unfolded to him.

Copy Made Breezy

WE USE the equivalent of heads and subheads, but they are uniformly keyed to the informal and conversational, taking more the form of casual introductions although being presented as straight radio continuity. Experience has shown that free use of general leads, editorial "asides" and tag



WBZ Editorial Department in action—Harry Goodwin, copy boy, tears stock market lead from teletypewriter for editor, George A. Harder.

have been drawn upon freely in developing new programs and adding fresh interest to existing programs. The press wire, delivering many thousand lines of copy daily to our studio, has also proved a useful reservoir upon which the program department may draw for emergency material when required to "fill" because of the non-appearance of artists or other uncontrollable interruptions.

Our New York wire opens every morning at 7 o'clock. Throughout the day the high-speed printers are about their monotonous, though not entirely unmusical business of drumming out copy in the office. The wire is usually clear soon after 3 o'clock.

Our treatment of raw copy is, I think, rather more elaborate than would be accorded routine matter

lines is almost tantamount to the news copy itself in fashioning live, snappy broadcasts. We have also found that greater vitality and naturalness impinge on the "mike" if we encourage certain discreet forms of "ad lib" by the announcer, assuming that he is adept at that art.

In a word, the station eschews the canned type of news broadcast. Our editors seek to impart to copy which, however brilliantly written, sometimes becomes dry, prosaic stuff when read, a breezy slant that has a "stay-with-us" appeal to the listener. For the turning of a radio dial or a newspaper page are both actions proceeding from the same impulse.

However, that the audience is out there with ears attuned for the world's news there is plenty of evi-



John F. McNamara, news announcer, at the mike presenting copy hot from leased press wire.

dence. Such sterling features as the daily dispatch from Washington by David Lawrence, styled "National Affairs," the stock market bulletins, "Who's News Today," fashion stories from Paris, movie gossip from Hollywood—all have their own regular followings. How do we know? By the same token that a newspaper knows, when it drops a favorite comic strip. When the radio audience is deprived of anything for which it has acquired a taste, it immediately becomes articulate.

Our happy conjugal arrangement with a press association is doubtless regarded by some of our sardonic newspaper friends as a morganatic union. We contend that it is a natural, logical and mutually profitable affiliation. Certain it is that our experience in the "publishing business" has belied all of the most precious fears of the newspapers. We have stolen nobody's circulation in anticipating by eight or ten hours the appearance of the news on the street. What we have done is to make the public more "news conscious" by whetting the listeners' appetites for the full news story with pictures as only the printed page can present them.

The time is not far distant when publishers no longer will regard radio broadcasting as inimical to their interests. They will discover that radio has left their province of printing news as secure and inviolate as ever and has, at the same time, aided them in growth and influence.

Newspapers Owning or Affiliated with Radio Stations . . .

Following is a complete list, compiled from the best available records, of radio stations owned and controlled by or affiliated with newspapers, giving as much data about their tieups as could be procured in view of the fact that neither the Federal Radio Commission nor any other agency requires any stock listing or statement of ownership of radio stations; many of the affiliations are corporate, but others are merely news and promotional tieups:

ARIZONA

KTAR, Phoenix—Owned by Phoenix Republic and Gazette.
KPJM, Prescott—Affiliated with Prescott Journal-Miner.
KVOA, Tucson—Affiliated with Tucson Citizen.

ARKANSAS

KGJF, Little Rock—Affiliated with The Arkansas Farmer.

CALIFORNIA

KHJ, Los Angeles—Affiliated with Los Angeles Times (former owner).
KMTR, Los Angeles—Affiliated with Los Angeles Herald.
KNX, Los Angeles—Affiliated with Los Angeles Express (former owner).
KFWB, Hollywood—Affiliated with Los Angeles Examiner.
KFVD, Culver City—Affiliated with Los Angeles Record.
KELW, Burbank—Affiliated with Burbank Tribune.
KFOX, Long Beach—Affiliated with Long Beach Press-Telegram.
KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store).
KFRC, San Francisco—Affiliated with San Francisco Call-Bulletin.
KTAB, San Francisco—Affiliated with Oakland Post-Enquirer.
KLX, Oakland—Owned and operated by Oakland Tribune.
KFBK, Sacramento—Owned by Sacramento Bee.
KMJ, Fresno—Owned by Fresno Bee.
KREG, Santa Ana—Affiliated (corporate) with and operated by Santa Ana Register.
KDB, Santa Barbara—Affiliated with Santa Barbara News.
KGDM, Stockton—Affiliated with Stockton Record.
KWG, Stockton—Owned by the McClatchy Newspapers, Sacramento, Cal.

DELAWARE

WILM, Wilmington—Affiliated with Wilmington Sunday Star.

DISTRICT OF COLUMBIA

WMAL, Washington—Affiliated (news) with Washington Star.
WOL, Washington—Affiliated (news) with Washington Herald and Washington Times.

FLORIDA

WFLA-WSUN, Clearwater—Affiliated (corporate) with Clearwater Sun.
WDAE, Tampa—Owned by Tampa Times.
WIOD, Miami—Affiliated with Miami Herald.

GEORGIA

WSB, Atlanta—Owned by Atlanta Journal.
WGST, Atlanta—Affiliated (news) with Atlanta Constitution and Atlanta Georgian.

IDAHO

KIDO, Boise—Affiliated with Boise Idaho Daily Statesman.

ILLINOIS

KYW, Chicago—Operated by Chicago Herald & Examiner (under lease from Westinghouse Co.)
WAAF, Chicago—Owned by Chicago Daily Drovers Journal.
WBBM, Chicago—Affiliated (news) with Chicago Illustrated Times.
WGES, Chicago—Owned by The Oak Leaves, Oak Park, Ill.

WGN, Chicago—Owned by Chicago Tribune.

WENR, Chicago—Affiliated (news) with Chicago American.
WLS, Chicago—Owned by The Prairie Farmer.

WMAQ, Chicago—Owned jointly by Chicago Daily News and NBC (50 per cent each) and managed by NBC.

WCBS, Springfield—Affiliated with Illinois State Journal and Illinois State Register.

WJBC, La Salle—Affiliated with Peru (Ill.) News-Herald.

KFLV, Rockford—Affiliated with Rockford Star and Register-Republic.

INDIANA

WFBM, Indianapolis—Affiliated (news) with Indianapolis Star and Indianapolis Times.

WHBU, Anderson—Affiliated with Anderson Bulletin.

WSBT, South Bend—Owned by South Bend Tribune.

WFAM, South Bend—Owned by South Bend Tribune.

WJAK, Elkhart—Affiliated (corporate) with Elkhart Truth.

IOWA

KSCJ, Sioux City—Owned by Sioux City Journal.

KTNT, Muscatine—Same ownership as Midwest Free Press (now off the air pending court appeal from Radio Commission order).

KSO, Clarinda—Owned by Des Moines Register & Tribune. (Through subsidiary corporation, 100 per cent controlled).

WIAS, Ottumwa—Owned by Des Moines Register & Tribune (same).

KFJY, Fort Dodge—Owned by Des Moines Register & Tribune (same).

KWCR, Cedar Rapids—Owned by Des Moines Register & Tribune (same).

KANSAS

WIBW, Topeka—Owned by Capper Publications-Topeka Capital.

KFH, Wichita—Owned by Wichita Eagle.

KGNO, Dodge City—Affiliated with Dodge City Globe.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

LOUISIANA

WSMB, New Orleans—Affiliated with New Orleans Tribune and Item.

WWL, New Orleans—Affiliated with New Orleans States.

KTBS, Shreveport—Affiliated with Shreveport Journal.

MAINE

WCHS, Portland—Affiliated with Portland Press-Herald and Express.

WABI, Bangor—Affiliated with Bangor Commercial.

WLBZ, Bangor—Affiliated with Bangor News.

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.

WEEI, Boston—Affiliated with Boston Globe.

WHDH, Gloucester—Affiliated (news) with Christian Science Monitor, Boston.

MICHIGAN

WWJ, Detroit—Owned by Detroit News.

WJR, Detroit—Affiliated (news) with Detroit Free Press (former owner).

WELL, Battle Creek—Owned by Battle Creek Enquirer-News.

WBEO, Marquette—Owned by Marquette Mining Journal.

MISSISSIPPI

WJDX, Jackson—Affiliated with Jackson News.

WQBC, Vicksburg—Affiliated with Vicksburg Herald and Post.

MISSOURI

WDAF, Kansas City—Owned by Kansas City Star.

KMBC, Kansas City—Affiliated (news) with Kansas City Journal-Post.

KSD, St. Louis—Owned by St. Louis Post Dispatch.

NEBRASKA

WJAG, Norfolk—Owned by Norfolk News.

WCAJ, Lincoln—Affiliated with Lincoln Star.

NEVADA

KOH, Reno—Owned by Sacramento (Cal.) Bee.

NEW JERSEY

WOR, Newark—Affiliated (news) with New York City Hearst newspapers.

NEW YORK

WGBS, New York City—Owned by William Randolph Hearst (New York American, Journal and Mirror).

WLTH, Brooklyn—Affiliated (news) with Brooklyn Eagle.

WCDA, New York City—Affiliated with New York Corriere d'America and New York Progresso Italo Americano.

WBEN, Buffalo—Owned by Buffalo News.

WOKO, Albany—Affiliated (corporate) with Albany Knickerbocker Press and News.

NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.

WSJS, Winston-Salem—Owned by Winston-Salem Journal and Twin City Sentinel.

OHIO

WFBE, Cincinnati—Owned by Cincinnati Post.

OKLAHOMA

WKY, Oklahoma City—Owned by Oklahoma Daily Oklahoman and Times.

KFJF, Oklahoma City—Affiliated with Oklahoma City News.

KCRC, Enid—Owned by Enid News and Eagle.

KGFF, Shawnee—Affiliated with Shawnee News and Star.

KGFF, South Coffeyville—Affiliated with Coffeyville Journal, Coffeyville, Kan.

OREGON

KGW, Portland—Owned by Portland Oregonian.

KOIN, Portland—Owned by Portland Oregon Journal.

KXL, Portland—Owned by Portland Telegram.

KMED, Medford—Affiliated with Medford Mail Tribune.

PENNSYLVANIA

WHAT, Philadelphia—Owned by Public Ledger Co., through subsidiary corporation.

WCAE, Pittsburgh—Owned by William Randolph Hearst (Pittsburgh Sun Telegraph).

WEDH, Erie—Owned by Erie Dispatch-Herald.

WFBG, Altoona—Affiliated with Altoona Tribune.

WSAN, Allentown—Owned by Allentown Call.

WBRE, Wilkes-Barre—Affiliated with Wilkes-Barre News.

WQAN, Scranton—Owned by Scranton Times.

WHP, Harrisburg—Owned by Harrisburg Telegraph.

WGBI, Scranton—Affiliated with Scranton Republican.

WGAL, Lancaster—Owned by Lancaster Intelligencer-Journal and New Era.

RHODE ISLAND

WEAN, Providence—Affiliated (news) with Providence News-Tribune.

SOUTH CAROLINA

WIS, Columbia—Affiliated with Columbia State.

TENNESSEE

WMC, Memphis—Owned by Memphis Commercial Appeal.

WTJS, Jackson—Owned by Jackson Sun.

TEXAS

WFAA, Dallas—Owned by Dallas News and Journal.

WBAP, Fort Worth—Owned by Fort Worth Record-Telegram and Star-Telegram.

KRLD, Dallas—Owned by Dallas Times-Herald.

WRR, Dallas—Affiliated with Dallas Dispatch.

KPRC, Houston—Owned by Houston Post-Dispatch.

KTLC, Houston—Affiliated (corporate) with Houston Post-Dispatch.

KFUL, Galveston—Owned by Galveston News and Tribune.

KTSA, San Antonio—Affiliated with San Antonio Light.

WOAI, San Antonio—Affiliated with San Antonio News and Express.

WACO, Waco—Affiliated with Waco News Tribune.

KWWG, Brownsville—Operated by Brownsville Herald; owned by City of Brownsville.

KGFI, Corpus Christi—Affiliated with Corpus Christi Caller and Times.

KGKL, San Angelo—Affiliated with San Angelo Standard-Times.

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.

WDEV, Waterbury—Owned by Waterbury Record.

VIRGINIA

WJSV, Alexandria—Owned by Independent Publishing Co., publishers, The Fellowship Forum.

WDBJ, Roanoke—Owned by Roanoke Times and World News.

WEST VIRGINIA

WHIS, Bluefield—Owned by Bluefield Telegraph.

WSAZ, Huntington—Affiliated with Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee—Owned by Milwaukee Journal.

WISN, Milwaukee—Owned by Milwaukee Wisconsin News.

WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.

WEBC, Superior-Duluth—Affiliated (corporate) with Superior Telegram.

WCLO, Janesville—Owned by Janesville Gazette.

KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.

WRJN, Racine—Owned by Racine Journal-News.

WHBL, Sheboygan—Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.

KGMB, Honolulu—Affiliated with Honolulu Star-Bulletin.

CANADA

CHNS, Halifax, N. S.—Owned by Halifax Herald.

CKAC, Montreal, Que.—Owned by Montreal La Presse.

CKCI, Quebec City—Owned by Quebec La Soleil.

CKGW, Toronto, Ont.—Affiliated with Toronto Evening Telegram.

CFCA, Toronto, Ont.—Owned by Toronto Star.

CKNC, Toronto, Ont.—Affiliated with Toronto Mail and Empire.

CFRB, Toronto, Ont.—Affiliated with Toronto Globe.

CHCS, Hamilton, Ont.—Owned by Hamilton Spectator.

CJGC, London, Ont.—Owned by London Free Press.

CKCK, Regina, Sask.—Owned by Regina Leader.

CFAC, Calgary, Alta.—Owned by Calgary Herald.

CJCF, Calgary, Alta.—Owned by Calgary Albertan.

CJCA, Edmonton, Alta.—Owned by Edmonton Journal.

CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.

CUBA

CMCX, Marianao—Owned by El Mundo.

MEXICO

XEX, Mexico City—Owned by Mexico City Excelsior.

KWK Time-Teller Novel and Profitable

By THOMAS PATRICK CONVEY
President, Greater St. Louis Broadcasting Corporation

Concise Advertising Message Accompanies Correct Hour In Answer to 100,000 Telephone Calls Each Week

"GOOD MORNING, KWK--Grimm and Gorley will send a dozen gladioli to your home for 25 cents--The correct time is 7:42." Thus do twelve specially trained telephone girls answer a dial call from 100,000 listeners every week in St. Louis. The Greater St. Louis Broadcasting Corporation evolved this convenient scheme for furnishing time after conducting an extensive survey. Not only did the service gain an enthusiastic response from the public, it also attracted eager advertisers.

SOMEWHERE in St. Louis, a sleeper stirs uneasily, lifts his head from the pillow, glances at the clock beside his bed. It's not yet 7.30, but the light flooding through his window promises a bright and sunny day. Gently, if a bit resentfully, he removes his wife's elbow from his pillow and buries his face for that precious last forty winks.

But the forty winks are restless. His breathing never smooths out to the long, even rhythm of serene slumber. Somewhere in the back of his mind is the haunting impression that the sun was suspiciously high for 7.18 of an autumn morning. In a moment he starts up again, glances again at the clock, still 7.18. He listens, picks it up. It's stopped!

"Holy Moses, Marge! You forgot to wind the clock," he explodes to the lady of his choice, who has been dreaming of breakfast in bed, and leaps wildly to the chilly floor.

"I'll bet it's after 8 o'clock right now! Look at that sun!"

The lady says nothing, but there's a warning in her eye as she slips into a breakfast gown. A warning he fails to notice, for aggrievedly he goes on: "Told you last time if you ever forgot that again I'd prob'ly get fired. No time to shave now!" A thought stops him in midflight for the bathroom. "Better call the boss right now. But what can I tell him?"

Moodily his glance beseeches aid from the telephone, the walls, the window—and brightens as it wanders to a card beside the 'phone. From the kitchen he hears a vicious clatter more expressive of anger than the commonplace matter of preparing ham and eggs, but he tries to shut it from his mind as he dials a number. And even the kitchen slam-bang doesn't drown out the reassuring pleasant, extraordinarily clear girl's voice that comes over the telephone:



Thomas Patrick Convey

"Good-morning, KWK — Grimm and Gorley will send a dozen gladioli to your home for twenty-five cents.—The correct time is 7.42."

Saved! And with a sense of relief awakens a gnawing regret that he'd spoken a bit hastily to the little woman in the perfectly natural masculine impulse (funny how a couple could pick up all the traditional matrimonial habits in less than a year) to shift the blame to her. How could he square himself, with pay-day still a week off? Oh, the gladioli! Just the thing. She loves 'em. The lion of a moment ago becomes a lamb, kisses his unusually unresponsive wife with unusual enthusiasm, dashes to the office in good time, and by mid-afternoon the flowers and a tender card arrive to make smooth the way of his returning.

100,000 Calls—Weekly

AND IT all happened exactly that way—"or at least, it should have," as Oscar Wilde once said, for that's precisely the sort of service that the KWK "Time Teller" gives to an average of approximately 100,000 persons every week. And thereby hangs a tale.

St. Louisians used to be able to learn the time by calling the telephone company or one of the telegraph companies, but the wire lines

discontinued the service. KWK, like other stations, broadcasts the correct time whenever practicable, but soon found it wasn't practicable often enough. Dozens of calls for the time were received at KWK's switchboard between broadcast signals. They increased disconcertingly when other concerns abandoned the service. The regular switchboard force was swamped for two hours early in the morning and two more late in the afternoon. Several operators and a number of new trunk lines had to be added, and it became obvious as increasing demands outstripped the increased facilities, something had to be done about it.

Clarence G. Cosby, general manager of KWK, and I conducted an extensive survey of the varied time services conducted throughout the country. In several cities we found that independent companies had been organized to handle it along the systematic lines that had seemed desirable to us, but in none had it been affiliated with a broadcasting concern. Such an affiliation, we believed, was logical; indeed, so far as we were concerned, it seemed an almost inevitable development of the service KWK had been giving for four years to the people of St. Louis and surrounding territory.

Immediate Response

LAST June KWK inaugurated the new service with seven trunk lines and four operators using ordinary desk telephones. On June 9 the announcement was broadcast that the time could no longer be obtained by calling the regular KWK switchboard, but would be given at any hour of the day or night by the "Time Teller" at Delmar 4040. On June 10 the service was demanded by no less than 44,284 persons! The limited initial facilities were simply buried under the hundreds of calls that came in every hour, and we had a frantic week of enlarging them, installing switchboards, training additional operators and arranging assignments of hour positions, while our announcers explained to the public that "busy signals" were inevitable under the circumstances, but that the service would be thoroughly adequate in a very few days.

The calls now average over 100,000 a week. They fell off to a degree after the first novelty wore out, but since then have steadily increased as the service was improved in efficiency and became established in the public favor. When this story was obtained by the edi-

(Continued on page 32)



Operators at Special Switchboard of KWK Time Teller Department

Unsettled State of Broadcasting Basis of High Power Decision

Statement of Facts Explains Commission Awards; Appeals Expected From Several Stations

THE UNSETTLED status of broadcasting technique and the possibility that treaties may be made which will materially affect both the use and the number of frequencies available to this country motivated the Federal Radio Commission's decision against a blanket increase in power on clear channels to the maximum of 50 kw. This was the significant statement made by the Commission, Nov. 13, in its statement of facts and grounds for decision in the high power cases.

In first announcing tentatively its decisions on Oct. 1, at which time it awarded the maximum power of 50 kw. to nine stations among the two dozen applicants and 25 kw. power to six others, the Commission said the actions would not become effective until the statement of facts was made available. Since then, however, authority to increase its power from 15 to 25 kw. was given WBZ, Boston. Applicants who feel they are aggrieved by the Commission's decisions now have 20 days in which to note appeals to the Court of Appeals of the District of Columbia. A number of appeals are expected, and possibly the entire group of clear channel stations denied will go to the court.

Covering 75 pages, the statement of facts goes into the merits of each application separately. The awards of 50 kw. to WOR, Newark; WCAU, Philadelphia; WSB, Atlanta; WSM, Nashville; WCCO, Minneapolis; WHO-WOC, Des Moines-Davenport; KOA, Denver; KSL, Salt Lake City; and KPO, San Francisco, are supported as providing for maximum public service. Reasons for the selection of WHAM, Rochester; WBZ, Boston; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa; and KFAB, Lincoln, Neb., for increases in power to 25 kw. also are given.

Other Problems

IN ITS general statement, the Commission brings out that leading engineers urged repeal of this order to permit all clear channel stations to use 50 kw. From a strict engineering viewpoint, it continues, the evidence tends to show that all stations on clear channels should be permitted to use the maximum power.

"However, there are other problems," the Commission states. "The art of radio broadcasting is still comparatively new and a well-defined regulation of it has existed for but little more than four years. During this time, and in recent years, the industry and the Commission have had an opportunity to study its development. The effect of General Order 42 is to increase the number of 50 kw. stations from 10 to approximately 20. If the order were adhered to, opportunity would be afforded for the industry, the public and the Commission to ascertain the results and study the

effects. An overnight increase of all clear channel stations to 50 kw. power would not afford such an opportunity. Certainly the problems of this great industry must be met with deliberation and caution.

"While the general development of the art has been slow, the Commission is not unmindful of the fact that important discoveries have been made in one phase or another of transmission and reception. Likewise, the Commission is not unmindful that at this time research is being conducted in such matters, among others, as antenna design, precise frequency control and synchronization. While in the past the allocation of frequencies has not been seriously affected by changes in transmission and reception, developments may occur as a result of research which would have the effect of requiring radical changes in the allocation of frequencies. And in this connection it may likewise be noted that treaties may be made which would materially affect both the use and number of frequencies.

Expenditures Risked

"THE INSTALLATIONS requested by these applications involve expenditures of large sums of money. Stations may be required to forfeit facilities for many reasons, and as a result thereof suffer loss in investment and property. This possibility would be minimized if General Order 42 were adhered to. The Commission should hesitate to permit the expenditure of money with knowledge that it may soon be forced to require the wholesale scrapping of property. A proper application of the statutory standard requires that the Commission take these and many other factors into consideration in promulgating an order of general application."

In the First Zone, where it substituted WOR for WJZ, recommended by Chief Examiner Yost for the single vacant 50 kw. assignment, the Commission found that with the exception of the Newark station all others carry programs of the NBC. WOR, on the other hand, it found, is not affiliated with any chain and therefore "originates programs designed to meet the local needs of the state of New Jersey and surrounding area in the first and second zones."

In the Fourth Zone, where it substituted WHO-WOC for WGN, recommended by Mr. Yost, the Commission held that while WGN is financially and technically qualified to operate with increased power and, while the program service is very satisfactory, the "geographical location of the station and the provisions of General Order No. 42 prevent the granting of the requested increase."

CAPT. Lewis Burk, of WCSC, Charleston, S. C., announces that he has completed arrangements for the addition of that station to the CBS network.

Fiery Salesmanship

A NEW mark in high-powered radio salesmanship was set by WBEO, Marquette, Mich., recently when a fire razed the clothing store of one W. L. Katz. A radio announcer rushed to the scene, along with the customary crowd, and described the progress of the flames. So impressed was Katz that, when a WBEO advertising representative approached him during the broadcast, he signed a contract, sponsored a program, and recovered most of his losses the next day with a fire sale.

Directors Named

BY REASON of large purchases of stock, Albert D. Lasker, chairman of Lord & Thomas and Logan, advertising agency, William Wrigley, Jr., chewing gum manufacturer, and William Hertz, of the Yellow Cab Co., have become directors of the Paramount Publix Corp., which owns 50 per cent interest in CBS. Mr. Lasker heads an agency that probably places more national radio accounts than any other agency, while Mr. Wrigley's company recently entered into a large contract for radio time with CBS. Mr. Hertz will also be chairman of Paramount's finance committee.

Davis Seen Head of Radio in House

WITH Democratic control of the House apparently assured, the chairmanship of the Committee on Marine and Fisheries, which has charge of radio legislation, is expected to go to Representative Ewin L. Davis, of Tennessee, the committee's ranking Democrat. Had the Republicans retained control, the ranking Republican upon whom the chairmanship would have fallen was Representative Frederick R. Lehibach, of New Jersey.

Wallace White, Jr., Republican, of Maine, former chairman of the House committee, takes his seat in the Senate when Congress convenes in December. Whether he will win a place on the Interstate Commerce Committee, which has charge of radio in the upper house, remains uncertain. Senator C. C. Dill, Democrat, of Washington, who was co-author of the Radio Act of 1927 with Mr. White, is a member of the Senate Interstate Commerce Committee.

Senator James Couzens, Republican, of Michigan, will retain his chairmanship of the Senate Interstate Commerce Committee and is expected to introduce again his bill for a Commission on Communications to replace the present Federal Radio Commission. In his recent address before the National Association of Broadcasters, Senator White came out in favor of a communications commission.

Gridiron Guide for Radio

CBS Invents Device Which Will Identify Football Players For Convenience of the Announcer



Ted Husing hereafter over CBS, states a formal announcement of that network.

CBS has invented a new gadget for football player identification. Ted Husing and John E. Norton, master control engineer, perfected the mechanical device, and it is now being used by the sports announcer in each of his football broadcasts.

The apparatus is in the form of mechanisms contained in two box-like appliances, with top panels on each keyed to the lineups of the two football teams. One of the boxes has a series of 22 buttons for transmitting signals, and the other 22 corresponding light series for receiving the signals. By pressing the proper buttons on the one panel an observer communicates to Husing's receiving panel a detailed enumeration by name and position of the particular players on both contending teams participating in the play.

CBS says the apparatus is an

"RED GRANGE is zig-zagging down the field with the ball... No, it's Benny Friedman... my mistake, Oosterbaan is the man." That familiar chatter from favorite sports announcers won't

answer to the long-felt need for some device whereby Husing could determine at a distance—and particularly in the hazy weather that so often exists for football contests—the details of the swift moves on the gridiron.

I. R. E. Mails Ballots For January Elections

FELLOWS, members and associate members of the Institute of Radio Engineers have received election circulars and ballots for the election of officers for 1932. Nominees for president are Prof. W. G. Cady, of Wesleyan University, Middletown, Conn., and Laurens E. Whittemore, of the A. T. & T. Co., New York. For vice president the nominees are Prof. E. V. Appleton, of King's College, London, and Balth Van der Pol, of the Philips Lamp Works, Eindhoven, Holland. For managers, two of the following four nominees are to be elected: W. R. G. Baker, vice president, RCA Victor Co., Camden, N. J.; O. H. Caldwell, editor, Radio Retailing and Electronics, New York; L. E. Nelson, Bell Laboratories, New York, and Capt. Richard H. Ranger, consulting engineer, Newark. Ballots must reach the I. R. E. secretary, 33 W. 39th St., New York City, not later than Jan. 5, 1932.

On Cooperation With Advertising Agencies

By JOHN BENSON*

President, The American Association of Advertising Agencies

Future of Broadcasting Said to Hang on Joint Solution of Problem of Keeping Radio Fresh and Intriguing

IN MY last year's address to this body, I dwelt at some length upon the advertising agency and its value to media owners like yourselves, I need not repeat that story here. I merely wish to point out that we are a commercial ally of broadcasting, and how.

In a nutshell, the agency's job is to make advertising *pay*. It is not to sell space or time for the media owner. It is not to gain undue advantage for the advertiser at the expense of advertising or for the publishers who provide a channel for it. Our dual position would be untenable on that basis. As experienced workmen we can serve both masters in the most substantial way it is possible to serve either. In making advertising productive we protect the investment of our clients; at the same time we serve the media owner by making his product, white space and circulation or time and coverage, of commercial value. We make a market for his product. That is the most effective selling we can do. We make advantage of that market as his own job. In that respect he tells us.

Three Chief Objects

WE HAVE a large responsibility in three respects: In the first place, we must get results for our clients by a sound analysis of their needs, by a skillful appeal to the consumer, by an effective choice of media, and by coordinating sales and advertising effort. In the second place, as a professional body we must develop advertising itself, improve its technique, protect public confidence in it and extend our knowledge of markets and media. I fear we have made more progress in the first respect than in the second. There is still much to be done in making advertising copy more reliable and serviceable to the reader. And that much will be done, I feel sure, not all at once, but one step at a time.

The third obligation we have is to the publisher in giving to his medium a full appreciation of its merit and to him a fair chance to present it. That involves on our part courteous and open-minded reception, an unbiased attitude and as much knowledge of media values as can be obtained.

The Four A's is operating in all three directions for the good of advertising as a whole. It has three

RADIO advertising has become a young giant within a few years, but it is still in the novelty period. When this wears off, it will have to hold its own as a workaday medium against media that now do not offer serious competition. Such is the warning sounded by the head of the A.A.A.A. in this appeal to broadcasters.



John Benson

main objects: to define and promote sound value in circulation and copy appeal; to maintain good faith and fair play in all of our relations; to improve advertising technique and lessen its cost. It operates a research department for the study of circulation values in all media fields, including coverage, duplication and buying power of listeners and readers. It seeks to make it easier for publishers and agencies to do business with each other, on a basis of mutual confidence and help.

Specifically, how does this affect the radio broadcasting medium?

We maintain a radio committee, just as we have committees representing every major medium of advertising, which acts as a connecting link between the broadcasting stations and our members, studying the needs of either and mediating between them. Our radio committee has been in current contact with the NAB commercial committee, discussing with them questions like coverage, what it is and how to define it; dual rates and differentials, and the harm they do; agency recognition and conditions for it, talent charges, time brokers, and station representation. These are all questions of timely and vital interest to us both, and they are being clarified and settled by joint consideration.

What progress has been made during the past year? Let us deal with each question separately.

No agreement has yet been arrived at about coverage of stations nor any joint plan set up to measure it. There has been more or less discussion about one method and another, but none has seemed adequate. Some stations have been doing the job themselves; the net-

works have done several jobs. These are all helpful, but not conclusive. Perhaps no conclusive survey can be made in so intangible a field. We advertising agents have been watching the development of the Crossley checking system, hoping that it might furnish the plan and the machinery for determining coverage, on a joint basis of support from advertisers, agencies and radio interests. That would mean considerable money in the aggregate, but with a light burden on each contributing unit. We are weighing this possibility and may have something to present in the near future.

Hits Dual Rate

THE DUAL rate is an evil the NAB can not officially deal with; it is an individual question between each station and its clientele. We have to work direct. We hope the stations will appreciate the inequity of two rates for the same thing, especially with a wide difference, and the handicap they impose upon the national advertiser's use of radio, in competition with the local. The rate differential in newspapers has been so grave a source of trouble during the past two or three years that radio stations might well take a leaf out of newspaper experience and early avoid its unfortunate results. Millions of advertising have drifted out of the press because of the rate differential and the confusion which it makes.

In the recognition of advertising agencies some progress has been made. A sub-committee has been appointed by the NAB to define the basis of recognition and to set up machinery for naming agents entitled to receive commissions. The

NAB committee has invited our cooperation, which we have been giving in the form of data as to what other publishing bodies do; we have suggested that the radio industry might improve upon what has been done in other fields, that it might grant agency commission only to those individuals and firms which sustain an agency relationship to clients and are equipped to do an agency job. This is the only restriction we offer in a broad policy of recognizing all applicants who can qualify.

What we mean is that only professional service should be supported by an agency commission, and that involves three things: intimate acquaintance with the client's entire advertising and selling problem, a wide knowledge of advertising media and technique, and a disinterested position as far as media are concerned. These are the qualifications which mark the advertising agent. He does not produce material or sell time. We have no desire at all to see the field limited; everybody should be free to qualify for recognition who can.

Talent questions have not been acute in the spot broadcasting field. Recordings have been largely used for national advertising, and steady progress has been made both in the making of records and in the use of them by station and advertiser.

The question of station representation is strictly speaking no concern of ours, although we are deeply interested. In the first place, its expense is an element in rates, and secondly, it furnishes us our contact with stations. That contact is all important. We need uniform and reliable information about all the factors which enter into station value and we want that information direct or through channels organized by the stations themselves. It does not seem sound to have time brokers representing competing stations as loosely as they do. That is not fair to the station.

Lauds Bureau Idea

IT SEEMS to me the recent move to build up joint representation for a group of stations which do not compete, such as Advertisers Radio Service, Inc., is in the right direction. That is sure to prove economical and to do a straightforward selling job.

NAB officers recently suggested
(Continued on page 30)

*From an address before Detroit Convention of the National Association of Broadcasters, Oct. 26.

Broadcasters Warned to Install New Frequency Control Early

Stations Advised to Buy from Reliable Makers and to Arrange for Test by U. S. Supervisor

A WARNING to broadcasters that the time is getting comparatively short for the installation of frequency control apparatus capable of maintaining operation within 50 cycles, plus and minus, of the assigned frequency, comes from the Federal Radio Commission. General Order 116, which curtails the permissible deviation from 500 to 50 cycles, becomes effective June 22, 1932—exactly one year from the date of promulgation.

Many stations are now equipped with apparatus which generally relies upon an audible check. Such equipment, however, will not be satisfactory for the 50 cycle check, as the audible device is not sufficiently accurate. Some visual means must be provided to comply with the Commission's order, and it is felt, therefore, that stations will have to purchase new checking equipment in advance of the effective date of the order.

Here is the substance of the information made available at the Commission for the guidance of broadcasters, many of whom have been perplexed as to what was demanded:

It is extremely difficult to manufacture frequency control equipment that will maintain its frequency within 50 cycles of a given frequency without a vast amount of research and development work. It is not likely that the average composite equipment will be satisfactory for this use, and it would be well for stations to purchase equipment from recognized manufacturers who are thoroughly familiar with the designs of such apparatus and have adequate laboratory facilities to insure precision instruments.

Test Recommended

UPON the purchase of such equipment licensees are advised to arrange a schedule with the nearest supervisor of radio equipped to make frequency measurements to check the apparatus upon its installation. In general, it has been found that the supervisors are very willing to cooperate. This test, considered the best that can be made, should be conducted by determining the frequency of the station by the checking means at the time the supervisor is making a check. The results should be compared. If the two checks agree as to the frequency, the necessary result is attained, but if not further calibrating must be undertaken.

Manufacturers all now guarantee that the equipment will maintain the operating frequency within 50 cycles of the assignment. It is seldom pointed out, however, that this can only be done when extreme diligence of operation is pursued and when the operators of the stations are thoroughly familiar with the equipment. Often stations will buy a new broadcast transmitter guaranteed and represented to them as capable of maintaining frequency within 50 cycles or less.

The licensee has this equipment

installed and tuned by the manufacturer, and then thinks his worries on frequency deviations are over. But this is far from the case and only by a rigid program of maintenance and operation and checking would it be possible to prevent deviation over 50 cycles. The design of broadcast equipment has not developed to the stage where the transmitter will run itself with anything like the regularity of a power sub-station.

Early Purchase Urged

SEVERAL manufacturers of standard equipment have announced that they are making equipment for checking the frequency of broadcast stations within 50 cycles by visual means. It would be advisable for station owners to buy such equipment as soon as available to get it functioning properly and to familiarize operators with the duties of maintaining the frequency within 50 cycles well before it becomes a violation to deviate in excess of this amount.

Probably the Commission will be lenient with deviators for a while after the order becomes effective, but it is undoubtedly the intention to enforce the order as soon as possible because of the vast improvement that will result in broadcasting.

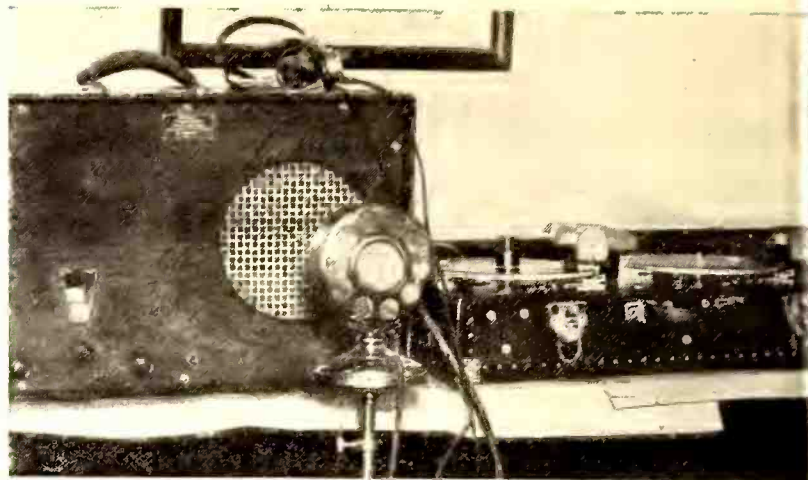
Any station now seriously limited in coverage by heterodynes from other stations could eliminate the difficulty entirely if all stations on the channel maintained their frequency within 50 cycles. Many stations have taken advantage of this already, but there are still many heterodynes on all the local channels and on most of the regional channels.

Copyright on Elections Broadcast Over B. B. C.

A NEW phase of copyrighting was introduced recently by the British Broadcasting Corporation when it broadcast periodical results of the general election. An announcement of the program carried the following warning:

"The public are reminded that no outside use may be made of broadcast election results. The copyright of all broadcast election results and of all other news supplied by the news agencies is strictly reserved by the latter. The news is issued for the private use of owners of receiving sets only and may not be communicated to the public by loudspeaker, lantern slide, printed slip, or other device. Unauthorized re-diffusion renders the persons responsible liable to legal action."

The B.B.C. added that it was also unable to give news at any time over the telephone and asked listeners not to call for such information.



Radio Commission's Robot Listener

SINCE its acquisition four months ago, the Federal Radio Commission's automatic program recorder has been used by its broadcast engineers to record complete transcriptions of the programs of stations "under investigation." Already the Commission's legal division has used such evidence in the preparation of several cases.

The apparatus was accepted by the Commission on July 8. Costing about \$1,000, it was developed for the Commission by the RCA Telephone, Inc. By using the apparatus the Commission hopes to obviate the need of employing corps of

stenographers working in relays to obtain verbatim transcriptions.

It consists of three portable units, electrically operated on AC current. There is phonograph recorder containing two motor-driven turntables which operate continuously and are overlapping, a recording amplifier, a microphone, and a highly selective receiver. With this combination, the Commission is enabled to pick up a particular station and record its entire program on the pregrooved blank discs. Special needles must be used and the discs can be played immediately after the recording is completed on a turntable of 33 1/3 r.p.m.

Removal of Shuler Station is Ordered

REMOVAL from the air of KGEF, Los Angeles, owned by the Rev. Robert P. Shuler, pastor of the Trinity Methodist Church, South, was ordered Nov. 13 by the Federal Radio Commission in overruling the recommendation of Chief Examiner Ellis A. Yost, that the station's license be removed. (Report No. 241).

Terminating nearly a year of controversy, the Commission found that Shuler's crusades against prohibition, alleged vice conditions and various local and national political problems, as well as his attacks upon public and other officials, were contrary to the public interest. Although it has no power of censorship, the Commission said it does have the duty of determining whether the standard of public interest fixed by law has been or will be met in the use of a broadcasting license.

According to the Commission, the record of the hearings held in Los Angeles from Jan. 8 to 24, 1931 as well as oral arguments before the Commission itself last September 26, is "replete" with instances in which the pastor has violated the public service mandate. Shuler, the Commission found, was convicted of contempt of court upon two charges resulting from addresses broadcast in Sept. 1929, has repeatedly attacked the Catholic Church and is "serving to promote religious strife and antagonism."

On the facts the Commission found that Los Angeles now has 18 radio stations, affording it service equal to that received in any locality in the country. KGEF was assigned to 1300 kc. with 1 kw., half-time, and represents an investment

New York Leads Count of Nation's Radio Sets

NEW YORK has assumed the lead among the 46 states and the District of Columbia thus far reported in the U. S. Census Bureau's radio census. Its report issued Nov. 5 reveals that 1,829,123 of New York's 3,162,118 homes or 57.8 per cent had radios when the count was taken on April 1, 1930.

The report, classified by counties and cities, shows that hardly a single community in the state has less than 40 per cent of its homes equipped with radios, while some exceed 80 per cent. The average number of persons per family in the state is given as 4. In the five boroughs of New York City, 1,021,651 of the 1,728,695 homes or 59.1 per cent reported radios. Only the counts for Illinois, Pennsylvania, and the territories and possessions remain to complete the radio census.

of \$43,250. At the same time the Commission denied three other applications.

Reversing Examiner Pratt, the Commission denied the application of WLBW, Oil City, Pa., for authority to erect a transmitter at Erie, Ja., to be operated in synchronism with WLBW at Oil City. Examiner Pratt was sustained in the denial of the application of WEDH, Erie, for change in frequency from 1420 to 940 kc., with an increase in power from 100 to 500 watts night and 1 kw. day, with unlimited hours of operation.

The Commission also denied the application of Palmer K. Leberman & Lois C. Leberman for a new local station at Honolulu operating on 1420 kc. with 100 watts unlimited time, reversing Mr. Yost.

Validity of Quota Regulations To be Decided by Appeals Court

Davis Amendment Meets Test as Patrick and Caldwell Argue WPTF and KECA Cases



Duke Patrick

CASES growing out of the "quota yardstick" regulations of the Federal Radio Commission, designed to bring about the equalization of facilities held to be required by the Davis amendment, are passing in review before the Court of Appeals of the District of Columbia, and the validity of these controverted provisions will be decided within the next few weeks.

Viewed as a showdown on the commission's authority to adjust arbitrarily the distribution of broadcast facilities among the zones and states, the test before the court is the constitutionality of the Davis amendment itself. If sustained by the court, the Commission can proceed with a free hand in leveling the allocation of facilities to the quotas specified for each state, which would mean that about one-half of the states would stand to lose stations, power and hours on the air, while others would be entitled to increased facilities.

First oral arguments were heard by the Court Nov. 2 having to do with the unit system and the means of making it fully operative (General Orders 92 and 102) as well as the validity of the Davis amendment. Louis G. Caldwell, former general counsel of the Commission, attacked the provisions in behalf of WPTF, Raleigh, and KECA, Los Angeles. The former station was denied an increase from 1 to 5 kw., limited time and the latter an increase in daytime power from 1 to 1½ kw., because of General Order 102. Duke M. Patrick, assistant general counsel, defended the Commission's rulings and the validity of the regulations.

The Court, however, has yet to hear a number of other cases also raising questions as to the validity of the quota regulations and the unit system, but based on radically different premises.

In his arguments, Mr. Caldwell contended that the quota regulations were invalid because they provided for a mathematical distribution of facilities among the states. He held that so literal an interpretation was not required by the Davis amendment, and that the phrase "as nearly as possible" used in the act imparted to the Commission latitude that it has not seen fit to use.

Already Exceed Units

AT THE time the Commission established 400 as the maximum number of units that should serve as the quota for the country, there actually were 422 units assigned. Now, Mr. Caldwell asserted, 433 units are assigned. Using the number of units actually assigned rather than the arbitrary maximum placed by the Commission, he pointed out, North Carolina would not

be overquota and granting of the WPTF application would be unquestioned.

If the interpretation of the Davis amendment is correct as translated in the quota regulations, Mr. Caldwell argued, then the Davis amendment is unconstitutional, as violative of the due process clause. He said it was an "arbitrary, unreasonable and destructive burden on interstate commerce, not within the power to regulate interstate and foreign commerce and not even remotely necessary or reasonably incidental to the accomplishment of any purpose which Congress may constitutionally attempt to serve."

Mr. Caldwell alluded to recent decisions of the Commission which he held were at variance these general orders. The Commission, he said, has disregarded its own regulations by granting additional facilities to overquota states. By failing to grant the WPTF and KECA applications, in view of these other decisions, he insisted, the Commission has discriminated against those stations.

Commission Defended



Louis G. Caldwell

MR. PATRICK defended the Commission's orders on the broad ground that they are consonant with the Radio Act of 1927 and the Davis amendment. Congress indicated a result to be achieved and the Commission adopted the orders for the purpose of bringing about that result, he argued.

Assaults on the orders question their wisdom rather than their validity, Mr. Patrick asserted. He went into the facts of the cases, pointing out particularly that the Los Angeles area now is adequately served by the great number of stations there. Steps leading to the adoption of the Davis amendment, were recounted, and he held that the quota regulations were in line with that legislation.

The Commission simply is carrying out the mandate of Congress in these orders, he said. If the application of the Davis amendment as so construed seems unscientific, Mr. Patrick asserted, it is a matter for Congress rather than the courts to decide.

Other Appeals Pend

MOST IMPORTANT of the new appeals are those filed by WIBO and WPCC, Chicago, ordered deleted by the Commission to make way for WJKS, Gary, Ind. Illinois is overquota and Indiana underquota, and the Commission held that to grant the Indiana application would make for a more equitable distribution, in compliance with its quota regulations. Also drawn into these cases are the questions of property rights and of the constitutionality of the radio

act itself, since the properties of the two stations would be totally destroyed should the Commission's decision be sustained. Levi Cooke represents both stations, which now are operating under stay orders.

A third appeal, filed Nov. 4 by Bethuel M. Webster, Jr., and Paul M. Segal, former general counsel and assistant general counsel, respectively, of the Commission, in behalf of WREN, Lawrence, Kan., also challenges the application of General Order 102. The station on Oct. 16 was denied its request to increase day power from 1 kw. to 2½ kw. and to move its transmitter site from Lawrence to a point 22 miles from its present site. The Commission erred in applying both 92 and 102 to the case, it is contended.

Changes Expected In Codified Rules

Regulations Due Feb. 1 Affect Station Breaks, Use of Discs

INCORPORATING a number of important changes affecting broadcasters, such as station break announcements and electrical transcriptions, the Federal Radio Commission has approved new rules and regulations governing radio in which all general orders heretofore issued are codified. The new regulations probably will become effective on Feb. 1, and it is unlikely that they will be made public until published in final form, which will require several weeks.

The new regulations will be published in a 200-page volume and will supersede the some 120 general orders which have been issued by the Commission during the four years of its existence. The entire radio field, covering communications as well as broadcasting is to be covered in the new set of rules and regulations.

While definite information is not available, it is understood that station breaks will be required at half-hour intervals, on the half-hour, rather than each 15-minutes as specified in the existing general order (No. 8). In dramatic skits and speeches, call-letter announcements probably will be required only at the end of the program so as not to break the continuity. Such a modification of the regulations, would be directly in line with the pleas of both networks, officials of which called attention to the decided trend toward 15-minute programs, which require 15-minute announcements at any rate.

With respect to electrical transcriptions, the Commission has yielded to an extent to the requests of broadcasters, as reflected in a resolution adopted at the recent convention of the National Association of Broadcasters. It is expected that the Commission will not require stations to announce precisely that a particular recorded program is an electrical transcription or a phonograph record or that the record was made for "broadcast purposes only." The term "mechanical reproduction" probably will be used in the modified provision, and the descriptive language likely will be left to the station itself, with the definite understanding that the wording will be sufficiently clear as not to deceive the listener.

RCA Income Report

TOTAL gross income of \$73,638,019 and net income of \$3,957,489 for RCA and its subsidiaries for the first nine months of 1931 were announced Nov. 9 by David Sarnoff, president. During the same period last year the gross income was \$85,150,256 and the net income \$870,753. The statement for the first nine months of the current year shows earnings of \$52,980 in excess of dividend requirements on the preferred stocks. For the third quarter of 1931 gross income of RCA and its subsidiaries was \$25,664,292 and net income \$1,318,785. The statement shows that earnings for the third quarter of 1931 were \$17,685 in excess of dividend requirements of the preferred stocks.

Wile to Geneva

FREDERIC WILLIAM WILE, Washington political analyst of CBS, will broadcast regular reports from the Geneva disarmament conference that begins Feb. 2. He will sail in mid-January with the U. S. delegation. Conference dignitaries will be brought before the microphone by Mr. Wile, who also covered the London conference in the same way.

KOIL Joins NBC

KOIL, of Council Bluffs, Omaha, owned and operated by the Mona Motor Oil Company, will become an associate station of NBC on Dec. 1. It will become a basic unit of the NBC-WJZ network. At present it is a CBS outlet.

KGMB, Honolulu, broadcast special Navy Day programs from a submarine at sea and a fleet of airplanes on October 27 with the cooperation of the Navy Department. The programs were transmitted to the station by short waves.

There probably will be some slight amendment in the quota provisions, as now defined in General Orders 92 and 102, but it is not expected that it will be of material significance. The Commission also has relaxed the provisions of its recently invoked order (General Order 106), having to do with the maintenance of operating and program logs by all stations, to minimize the hardship on small stations.

Otherwise, it is understood the modified regulations, insofar as broadcasting is concerned, are of routine character. The Commission tentatively has decided upon Feb. 1 as the effective date because the new one-tenth per cent separations in the high frequencies, which involve a complete shift in assignments, become effective on that date.

Among other things this new alignment (General Order 119) provides for changes with respect to visual broadcasting, designed to aid experiments. The channel of 1550 kc., just above the broadcast band, is set aside as the television sound track, and the 2850 to 2950 kc. band is exchanged for the aviation band 1600 to 1700 kc. Heretofore 1604 kc. has been used as the sound track, but it was so far removed that it could not be picked up readily by the conventional broadcast receiver.

Approval of XER Stirs U. S. Stations

Mexico Expected to Sanction Other Mid-Channel Units

DETERMINATION by Mexican authorities that the operation of XER, new high power station at Villa Acuna, Mex., built by Dr. John R. Brinkley, deposed Kansas medico-broadcaster, is not "prejudicial to United States stations" may bring chaos on certain of the wavelengths and result in serious international complications.

The Mexican Ministry of Communications on Nov. 6 issued a bulletin in which it gave Brinkley and his 75 kw. station a clean bill of health. As a result Brinkley now is on the air nightly using the station much in the same manner as he employed KFKB, Milford, Kan. He is covering a substantial portion of this country on 735 kc., and, according to reports, is seriously curtailing the remote service of the Canadian and United States stations on adjacent channels.

"Any person has the right to use this station (XER) for announcements and commercial broadcasts," said the bulletin of the Mexican Ministry. "It is not true that a 75,000 watt station in Mexico can be considered prejudicial to United States stations, since this station and those in the United States operate on different wavelengths. This one is in absolute compliance with the international regulations now in force."

This opinion is interpreted to mean that Mexico construes mid-channel operation to be in compliance with the international regulations, despite the fact that a 10-kilocycle separation between stations has been adjudged the standard. All Mexican stations of substantial power have been and are being assigned to mid-channel rather than on the precise frequencies used by Canadian or American stations in the attempt to circumvent the international regulations.

More Stations Building

THE FACT that eight or ten new stations of substantial power are being constructed just across the Mexican border for the ostensible purpose of serving American listeners makes more serious the ruling respecting XER. It is presumed that the authorities will apply the same principle to these new stations, in which case very damaging interference is inevitable.

Under the ruling, Brinkley now is permitted to enter and leave Mexico apparently at will. Mexican authorities, prior to the opinion, had prevented his entry, and Brinkley had protested to the State Department. It is evident that the ministry's opinion is in reply either to protests against Brinkley made by the State Department or by independent American broadcasters, for it answers specific questions.

The famous "question box" programs, which were the primary cause for the Federal Radio Commission's deletion of KFKB, are being continued over XER by Brinkley. He reads letters over the air, and broadcasts other material which was construed by the Commission to be improper.

Fame Reaches Egypt

THE fame of Amos 'n' Andy has spread to Egypt, where a little group of Americans sits up nearly all night to tune in the program from the short wave auxiliary of KDKA, Pittsburgh. Because of the time difference, it is midnight when the program is picked up in Egypt along with the "late afternoon" sports announcements. Two of the fans have written the station asking that Amos 'n' Andy be broadcast at an earlier hour "for the benefit of a few Americans out here."

Crusade Launched on Fortune-Telling

Society of Magicians Enlists Aid of Radio Commission

A CRUSADE against fortune-telling and astrological broadcasts has been launched by the Society of American Magicians, and the assistance of the Federal Radio Commission has been enlisted for the expulsion of such programs from the air. Julien J. Proskauer, chairman of the press bureau of the society and a radio engineer, announces from New York City.

Declaring that the society is engaged in an "endless war against fortune tellers of all kinds," Mr. Proskauer said the Commission should take summary action against violators of its own edicts having to do with programs of this character. The society, he brought out, will not condone improper broadcasts by its members. He cited as an example the recent expulsion of one of its members.

"On Oct. 21," said Mr. Proskauer, "Rajah Raboid, who has been broadcasting on many stations throughout the country, was unanimously expelled from the society. Raboid was convicted in New York City for fortune telling and his arrest and conviction were the reasons for his expulsion. Charges made against Raboid that he used the radio to broadcast false information were also made."

Raboid, Mr. Proskauer said, was a "very prominent and active member" of the society.

The Commission recently cited several stations for astrological and fortune-telling broadcasts alleged to be of questionable character. While it has not issued specific regulations governing broadcasts of such programs, the Commission authorized a statement last May 7 in which it decried the use of programs smacking of lottery, fortune-telling or similar gift enterprises.

There also is some thought that the Commission might construe "question and answer" programs as point-to-point communication in violation of its policy. Many western stations which have used such features regularly are changing the type of programs to circumvent possible action by the Commission. Instead of "fortune tellers," "seers" and the like, several stations now label these programs "schools," "classes" and "institutes."

John Holbrook of NBC Wins Award for Diction

JOHN HOLBROOK, NBC announcer, is the third winner of the gold medal for good diction on the radio awarded annually by the American Academy of Arts and Letters. Milton J. Cross won in 1929 and Alwyn W. Bach in 1930. Both are members of the NBC staff. Hamlin Garland, chairman of the Radio Committee of the Academy made the award on Nov. 12.

The award is administered by a committee of the academy and an advisory group comprised of educators who judge the diction of announcers. It was decided in 1929 to recognize radio broadcasting because of its unexampled opportunity to influence common usage among the American people. It is contended that the announcers' choice of suitable words, their enunciation, correctness of pronunciation, their accent and avoidance of all that is tawdry and cheap make them a powerful factor in raising the general level of intellectual expression among the masses.

Five points, scoring 20 per cent each, are considered in determining the winner. They are enunciation, pronunciation, freedom from local peculiarities, personality and general cultural effect.

Recommend Denials of Television Applications

DENIALS of two applications for authority to engage in television experimentation have been recommended to the Federal Radio Commission on the ground that the applicants failed to prove adequate technical qualifications. In Report No. 276, Chief Examiner Ellis A. Yost recommended denial of the applications of Indiana's Community Broadcasting Corp., Hartford City, Ind. Examiner Elmer W. Pratt recommended denial of the application of Pilot Radio & Tube Corp., Lawrence, Mass., in report No. 278.

With the view eventually of creating a market for television receivers, the Pilot company on Nov. 2 asked the Commission to approve its application for a new television station of 250 watts. Witnesses testified that the Pilot company has been engaged in laboratory experimentation and that it desires to conduct practical air tests. The 2000-2100 kc. band was sought.

Authority to use the 2750-2850 kc. band with 50 watts for experimental visual broadcasting was sought at a hearing by Indiana's Community Broadcasting Corp. Experiments were planned with a view to designing a television transmitter capable of televising a picture with 10,000 elements, it was said. The proposed visual station would be synchronized with the sound facilities of WLBC, Muncie, Ind.

Applications of Television Laboratories, Ltd., San Francisco, and of Frank Telewski, North Bergen, N. J., for experimental television stations which had been scheduled for hearing during the week of Nov. 2 were withdrawn. The application of the Knickerbocker Broadcasting Co., Inc., New York City, (WMCA) was postponed until Nov. 23.

Hearst Negotiating To Acquire WLWL

THAT Hearst interests have bid for WLWL, New York, limited time, 5 kw. station on 1100 kc., and are still interested in this station, was revealed at hearings before the Federal Radio Commission on Nov. 4 and 5, involving the application of the New York station for increased hours of operation. Operated by the Missionary Society of St. Paul the Apostle, the station is assigned approximately two hours daily with WPG, Atlantic City. Increased time was sought, witnesses testified, to permit the station to go commercial.

William G. H. Finch, technical director of the Hearst Newspapers Radio Service, and secretary and chief engineer of the American Radio News Corporation, public utility long-wave news-distributing subsidiary of the Hearst organization, attended the hearings, but did not disclose his mission, or take the stand.

Miss Florence Harrington, program manager of WLWL, testified that Hearst held an option to buy the station for a four-week period recently, and that negotiations for leasing of the station by Hearst also had been conducted. It was revealed also that CBS bid for the station a year ago, but that the project was dropped.

Might Pay \$500,000

SO FAR as can be learned, Hearst made a bid for WLWL but the licensees refused to sell. Because of the station's 5 kw. power and excellent frequency, Hearst is understood to be willing to pay \$500,000 for it, should it be successful in procuring one-half time on the frequency. Hearst paid \$100 for the option which now has expired.

Kiernan-Launders Associates, Inc., New York, advertising representatives of WLWL, also appeared at the hearing to support the station's application for increased time. William E. Leahy, Washington, appeared as counsel, and the Rev. Henry F. Riley and Joseph F. Deppe, engineer, were additional witnesses. For WPG, E. M. Spence, vice president and director, Norman Reed, program director, and Dr. Leon Levy, secretary of CBS, operating the station, appeared. That station was represented by Littlepage, Littlepage & Spearman.

On Oct. 10, William Randolph Hearst, head of the Hearst news-gathering and publishing enterprises, announced consummation of the deal whereby he procured ownership of WGBS, New York City. Shortly thereafter he acquired control of WCAE, Pittsburgh, effective January 1. He also owns WISN, Milwaukee. Moreover, most of the Hearst newspapers have affiliations with independently-owned stations in the 20 or more cities where they are published. In Chicago, for example, the Herald-Examiner leases KYW, high-power outlet of Westinghouse, while the Hearst afternoon paper there, the American, recently switched from a news affiliation with WIBO to WENR, of NBC.

Cost of Futile Hearings is Appalling

Need of Reform Recognized by Commission to Save Broadcasters Needless Loss of Time and Money

By SOL TAISHOFF

TIME and money, to an appalling degree, are being wasted every week at futile hearings before the Federal Radio Commission necessitated by hundreds of "frivolous" applications filed by broadcasters or would-be broadcasters. A survey of the situation shows the dire need for some sort of reform that would discourage the influx of such applications and eliminate many hearings that do nothing but arouse ill feeling.

Many thousands of dollars that might better be diverted to improvement of programs and stabilization of the industry are being spent by broadcasters hailed to Washington for hearings on the slightest provocation, or because somebody somewhere in these United States covets an established broadcaster's assignment. Taxpayers' money appropriated for the Commission similarly is being senselessly wasted.

That many hearings are worthy and essential cannot be gainsaid, but that some reform is needed to throttle the deluge of utterly hopeless applications that go to hearing is glaringly evident. Existing conditions which find some broadcasters cited to defend themselves a dozen times a year, many of whom have to travel across the continent, must be ameliorated. Hardly a station on the air escapes hearing or notice of hearing as a party respondent during a Commission term, and those sessions in Washington are becoming the bane of the broadcasters' existence.

The seriousness of the situation can be discerned from latest statistics covering Commission activities relative to broadcasting. During the fiscal year ended June 30, 1931, a total of 3,784 broadcast applications was filed. Of these, 573 were designated for hearing, and 150 of the latter were defaulted or denied without hearing. Applications withdrawn and dismissed totaled 175; those reconsidered and granted totaled 21; those denied after hearing, 97; and those granted after hearing, 46. The balance was made up of applications withdrawn, granted without hearing and of comparatively miscellaneous character, and those still pending.

Cost of Hearings

REDUCED to dollars, Commission records show that for the conduct of hearings during the 1931 fiscal year the Commission spent \$76,661.49. How much broadcasters and applicants spent at hearings which accomplished nothing cannot be estimated.

There was appropriated for the 1931 fiscal year \$450,000, of which

the Commission spent \$441,736. Of that amount \$328,978 was disbursed for personal services for the entire organization. Personnel retained for the sole purpose of holding hearings, such as examiners, lawyers, and clerks, were paid \$51,840. In addition, \$24,821 was expended for stenographic reports of proceedings before the examiners to bring the entire total of \$76,661.49.

discussed from time to time by members of Congress, Commission officials, broadcasters and lawyers specializing in radio practice. In every instance remedial legislation by Congress would be entailed.

Legislation Proposed

ONE PROPOSAL is that legislation be enacted permitting the Commission to follow court practice and assess costs of hearings against unsuccessful applicants. An applicant, under this system, would go into a hearing with the realization that, if he is not successful, he will have to pay for the stenographic record, clerk hire, and other incidental expenses accruing to the Commission for the handling of the case. This unquestionably would have the immediate result of eliminating scores of applications filed by financially incompetent individuals or companies.

A second course suggested is that of requiring applicants to post bonds with the Commission to show their good faith and to defray hearing costs. Yet a third course—and one that seems entirely logical—would be to send examiners into the field to take testimony, thus minimizing the expense to broadcasters in traveling to Washington. This practice is followed by the Interstate Commerce Commission, and is also provided for in the Radio Act of 1927.

Still another suggestion is that longer license periods be provided, to make broadcasters less vulnerable to attack and to safeguard their positions. The license periods now are for six months, whereas prior to a year ago they were issued for 90 days only.

Stricter requirements with respect to the filing of papers preliminary to hearing might be a long stride in the direction of weeding out undesirable or incompetent applications. This would not preclude a bona fide applicant from obtaining a hearing, under the law, if he demanded it.

Changing of the requirements of existing regulations (General Order 93) whereby it would be impossible for an applicant to refile an application denied or defaulted for periods of one and two years, instead of the existing provisions of six months and one year, also might alleviate some of the hearing hardship.

The Commission, of course, realizes and feels that it is the definite purpose of the hearing provisions of the Act to encourage deserving applications whereby stations legitimately seek to improve their position through showings of public interest. In general, applications which are carefully prepared both

Official Opinions . . .

Chairman C. McK. Saltzman: "There should be some sort of reform. There are too many frivolous applications filed with the Commission."

Commissioner Ira E. Robinson: "Too many applications are unwisely filed, thereby incurring useless expense to the government, to the applicant and to the station or stations attacked."

Commissioner Harold A. Lafount: "Steps should be taken to throttle the influx of unwise and utterly hopeless applications that eventually go to hearing. Whether this should be done by Congress or by the Commission is not material, but the problem should be coped with at once."

Commissioner William D. L. Starbuck: "The Commission is doing its utmost to discourage applications, which, on their face, cannot be successful. Applicants should be forced to prove their good faith in advance of hearings and not force needless expense upon respondents."

General Counsel Thad H. Brown: "Hearings in the field might be the solution of the problem, particularly in extremely important cases where the parties involved are in the same general locality."

The majority of the Commission members agree that something should be done, but they are not prepared to offer a remedy. Legislation seems the likely course, but the Commission is not essaying to tell Congress what to do about this situation. The Commission insists that it is adhering to the letter of the law and that hearings must be designated when an application is in proper form and when the applicant demands it. The advantage of such procedure, officials say, is that the broadcasters are placed on their mettle, and must be alive to the fact that they are privileged to keep their franchises only so long as they are able to prove they can use them in the public interest better than anyone else.

That factor, however, is more than outweighed by the evils of the system whereby any citizen can attack the position of any broadcaster and force him to hearing. The Commission's own regulations are responsible for a fair proportion of the applications and resultant hearings, such as those arising under the quota regulations (General Orders 92 and 102).

Just what the solution to this perplexing problem may be, it is difficult to say. Several courses, however, are possible and have been

Waking Up Famous

THE FOUR Mills Brothers, negro quartet from Piqua, O., who skyrocketed to radio fame over CBS in less than two short months, have been signed for the next Ziegfeld Follies. They also have started a four-week run with Paramount vaudeville in New York at \$1,250 per week. With only a guitar to accompany them, the quartet sounds like a jazz band over the air. Each brother imitates an instrument. They arrived in New York two months ago, virtually penniless and unknown, from Cleveland. En route they sang on the streets to pick up enough change to pay their transportation. It is reported that while the group was in Washington local stations spurned them with the remark that they were not in the habit of picking up talent from the streets. They simply walked into the CBS New York offices, asked for an audition, and were immediately signed.

from the legal and technical standpoints, should be encouraged, for only by such procedure can the level of broadcasting service be raised.

The foregoing figures and comment give some idea how futile are most of the applications filed with the Commission and the hearings that follow them.

Bar Head Names New Communications Group

APPOINTMENT of the membership of the Standing Committee on Communications for the ensuing year was announced Nov. 6 by Guy Thompson, of St. Louis, president of the American Bar Association. Reappointed were Louis G. Caldwell, Washington, as chairman, and John C. Kendall, Portland, Ore. New members are John W. Guider, Washington; Frank P. Walsh, chairman of the power authority of the state of New York, and Robert Stone, Topeka, Kan. They succeed William E. Greene, St. Paul; Stephen Davis, New York, and Cassius E. Gates, Seattle.

Mr. Caldwell announced that the committee is considering holding a preliminary meeting in December, and possibly another open meeting for general discussion of legal aspects of radio, notably broadcasting, during the winter. Both meetings probably will be held in Washington.

WOR Acts Quickly

FOUR hours after its power supply had been cut off through an unusual accident, WOR, Newark, was back on the air Nov. 5 with an emergency mobile power station. A dredge dropped anchor in the Passaic River at 1:30 that afternoon and snapped the cable which fed power to the transmitter at Kearny, N. J. The station was deluged with telephone calls a few minutes after it became silent. WOR operated on its auxiliary 500-watt transmitter until the cable break was mended.

BROADCASTING

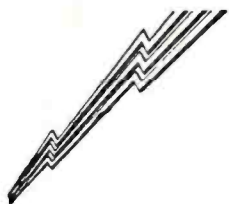
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Copyrights

PROBABLY no other industry in the land operates under the same restraints, with respect to its day by day and hour by hour conduct, that are imposed upon broadcasting. We refer not merely to rigid federal regulation but to copyright restrictions. Comes now the American Society of Composers, Authors and Publishers with notice of its intention to levy new license fees—undoubtedly increases—upon radio stations using its copyrighted works.

The subject is treated in some detail in the news columns of this issue. Exactly what the Society intends to do—the new yardstick it has evolved, if any—does not seem to be ready for disclosure at this writing. But that the Society intends to impose new license conditions for the performance of its copyrights on the radio, as of February 1, 1932, is definite.

No one will deny the composers and publishers their right to a fair return on their effort. But the rate of return from so young and nebulous a business as broadcasting must be determined on a live-and-let-live-basis. The Society is entitled to pay, of course, but we doubt whether it is entitled to an arbitrary percentage of any station's gross as it has been suggested may be exacted.

We are rather inclined to agree with the NAB that a station's own card rate might provide a truer basis for the yardstick which the broadcasters are as eager as the composers to find. The copyright owners, we believe, are looking at the whole picture of broadcasting wrongly when they insist that the broadcasters are destroying their sheet music and other sources of revenue while earning huge profits for themselves.

As a matter of fact, the best information available is that about half the radio stations are still operating at a dollars and cents loss. These include, of course, the non-commercial stations. Those stations that are profitable are by no means entirely secure in their positions, what with the severe requirements constantly being imposed upon them by the federal government.

The public, through Congress, grants the composer or author an enforceable right in his work for a limited period of time on the theory that he will give the public the benefit of his creation. If the copyright owners increase their radio license rates so far that they practically stifle the use of their product by the broadcasters, who serve the public, they virtually abrogate the theory of copyright laws.

As those laws are now written, however, it would seem that the copyright owners can levy any rates they please. Excessive rates, far beyond the capacity of a station to pay or so great as to preclude a station from maintaining itself on a sound economic basis, can ruin any broadcaster. Apparently he has no recourse under the present law but to pay.

But it is also true that the copyright owners will ruin their own "market" at the same time, for they cannot hope to destroy radio as an institution.

Where else but in radio does such a situation obtain, the laws of the country demanding public service from radio on the one hand and so broadly protecting those who hold radio at their mercy on the other hand? The broadcasters should unite for organized effort. They must be willing to accede to the copyright holders their due, but they must at the same time protect themselves. Organized, the broadcasters are a powerful entity whose good will and revenues are as needful to the composers and publishers as the latter's works are necessary to the conduct of radio stations.

Radio and the Press

WALTER A. STRONG, who until his recent untimely death was publisher of the Chicago Daily News, once made the statement that 90 per cent of the readers of his paper may be classed as members of the radio audience. That is why he placed so much store by his radio page and the radio station adjunct to his newspaper.

All this ballyhoo about radio's encroachment upon the provinces of the press finds some of the leading newspaper publishers in the country intelligently refusing to pay heed. Either they are themselves in radio—and very happy in the wedlock—or they are cognizant of the immense revenues the new art and industry has brought them by way of new sources of advertising lineage.

Significant in the extreme is the listing published in this issue of newspapers owning or affiliated with broadcasting stations. Our count shows that 155 of the approximately 800 stations in North America and Hawaii are newspaper owned or affiliated.

All but 16 of these are in the United States and Hawaii. Of this total of 139, there are 74 owned outright or partially owned by newspapers. There are probably as many more stations that newspapers are trying to buy.

We note with gratification the intelligence being displayed toward radio by such important newspapermen as William Randolph Hearst, nearly every one of whose newspapers has a radio affiliation where possible, and Karl Bickel, president of the United Press, whose book last year was one of the ablest treatises ever done on the subject. So long as a goodly array of journalists are close corporate allies of radio, so long as the dissentient journalists are divided among themselves and so long as there are non-radio-owning journalists with intelligence and vision enough to see that radio can and wants to be a powerful ally of the press—just so long need the broadcasters pay no heed to the tempest in a teapot that certain press interests have been trying to create.

The RADIO BOOK SHELF

"Radio in Advertising," by Orrin E. Dunlap, Jr., Radio Editor, The New York Times, (Harper & Bros., New York, \$5.00), is a book written to aid advertisers, especially those interested in reaching the consumer by radio. The 383 pages contain valuable information and suggestions for station owners and their sales departments, the program directors, the continuity writers, the market research experts, statisticians, musical directors and artists.

This is a handbook for every advertising agency, and all advertising departments of industry, for everyone interested in broadcast advertising. It is an excellent reference book and contains a wealth of facts and statistics regarding radio advertising. The book has a carefully prepared index and seventeen appendices of practical material.

Mr. Dunlap's other book on this subject, "Advertising by Radio," (Ronald Press, New York), is another volume that every advertising agency and radio station should have in its library.

DIALOGUES and episodes that are actual reproductions of the radio sketches of Charles J. Correll and Freeman F. Gosden largely comprise the new book "Here They Are—Amos 'n' Andy," just published by Ray Long and Richard R. Smith, Inc., now on sale at \$1. Publisher Long until recently was editor of Cosmopolitan magazine. The book is the Pepodent team's first literary effort and is prefaced by a foreword by Irvin S. Cobb, who asserts: "I claim these two stout fellows won a place in the popular taste and have held it against all comers because they are so natural, so simple, so full of unforced joyousness, so dogged human." Gluyas Williams drew the jacket cover.

TRADE areas analyses should be an integral factor in the commercial conduct of any broadcasting station. Two bulletins just issued by the U. S. Census Bureau will enable commercial managers to determine the amount of retail and wholesale business being done annually in their particular trade areas, and at the same time to evaluate the desirability of stressing certain lines of products in going after new business.

One of the bulletins is the preliminary "United States Summary of Retail Distribution" compiled in connection with the 1930 census of distribution. It contains a summary of the principal national and state figures of retail distribution by nearly 1,550,000 stores, filling stations, restaurants and other retail establishments, based on preliminary reports covering every city with a population of 10,000 or more and every state, broken down by kind of business. The final report will be made available later, the preliminary report being available from the Census Bureau free of charge.

Similarly, there is a bulletin titled "Wholesale Trade, United States Summary," which contains a map showing the concentration of wholesale trade in the United States by counties, a chart of the volume of wholesale trade by states, descriptive text and statistics on the wholesale trade of the United States and by counties. The latter booklet is available from the Superintendent of Documents, Government Printing Office, at 5 cents.

We Pay Our Respects to—



OWEN D. YOUNG

FOR THE MAGNIFICENT job his committee on the mobilization of relief resources has done in marshalling the nation's radio resources to the aid of President Hoover's Organization on Unemployment Relief, Owen D. Young deserves real tribute. By paying our respects to him, we are also paying our respects to Messrs. Aylesworth, Elwood and LaPrade of NBC and Messrs. Paley, Lowman and Willis of CBS who threw their energies and the facilities at their command into the task of bringing to the nation a more acute consciousness of the crisis that faces it.

Nor should due credit to the artists be omitted. They, like the great networks and the stations, gave of their time and their talents unstintingly to the cause of the jobless. Over the combined networks five splendid programs of more than an hour's duration each will have been furnished without cost as the radio part of the unemployment relief campaign during the period from Oct. 18 to Nov. 22.

Owen D. Young's identification with radio has been a long and a distinguished one. Back in 1919 he was the prime mover in the organization of Radio Corporation of America as a communications company. When the possibilities of

broadcasting became apparent, it was he who took the leading part in the organization of NBC as the first American network.

Over that network the American public has not heard Owen D. Young's voice as many as a half dozen times. For reasons of his own, he eschews the microphone. One of his few radio speeches was heard in connection with the present unemployment relief campaign, a speech that carried tremendous appeal. But here too he was only one of many notables who spoke their messages to the American public.

On October 27, last, Owen D. Young celebrated his 57th birthday. The list of his achievements might best be compiled by a perusal of the front pages of the daily newspapers for the last 10 years or more. As chairman of the board of the General Electric Co., and as former chairman of the RCA, his leadership in the development of American radio has been one of the finest works of his distinguished career. That he should be the man to bring the competing systems of radio together for the common relief cause being directed by Walter S. Gifford for President Hoover, was only another example to his preeminent standing in American life.

PERSONAL NOTES

VICE CHAIRMAN E. O. SYKES of the Federal Radio Commission left Washington Nov. 5 for a business trip to his home at Jackson, Miss. He will be away from 10 days to two weeks.

SAM PICKARD, station relations vice president of CBS, sailed from New York with his family on the S.S. Algonquin on Nov. 3 for a vacation in Florida. He will return about Dec. 15.

ARMSTRONG PERRY, who conducts the information service of the National Committee on Radio in Education in Washington, is expected to return about Dec. 15 from his radio education tour of all European countries.

THOMAS PATRICK CONVEY, president of KWK, St. Louis, appeared recently in a week's engagement at the Ambassador Theater in that city. The

act consisted of interviews with "Pepper" Martin, star of the world series. Mr. Convey had the entire Cardinal team on his station the night of the final game. Mrs. Convey, who maintains an office at KWK, managed the station during her husband's theatrical engagement.

ROLAND ISRAEL, formerly radio director of the Joseph Katz agency, Baltimore, has joined the commercial staff of WCAO, Baltimore.

LLOYD C. THOMAS, general commercial manager of the Westinghouse Radio Stations, announces the appointment of Clyde A. Gordon, formerly commercial manager of WTMJ, Milwaukee, later with a Chicago agency, as the commercial representative of the Westinghouse group. Oliver Morton has been transferred from the Chicago office to WBZ-WBZA, Boston-Springfield. Milton W. Stoughton, commercial representative of WBZ-WBZA in western New England, was

assigned to Chicago Nov. 1. Stanley L. Spencer has been transferred from KDKA, Pittsburgh, to Springfield. Continuing on the Boston commercial staff will be Norman E. Whittaker and Clyde A. Gordon; on the Pittsburgh staff, Walter G. Horn and Eugene O'N. Herron, and at New York, F. E. Spencer, Jr.

STUART C. MAHANEY, formerly radio editor of the St. Louis Post Dispatch and later with The Country Gentleman, is now with the Burgess Battery Co., Chicago, as sales engineer.

DONALD BUTTON, of the Los Angeles firm of Bryan, Button and Cummings, legal advisors of KELW, Burbank, is running for Congress in the Fifteenth District.

GEORGE C. DAWSON, formerly head of the CBS commercial idea department, has been named head of the business department, New York. Burt McMurtrie has been appointed CBS manager of commercial programs, and Henry P. Hayward now heads the current productions department.

A. H. CROGHAN is now national sales manager of WDGy, Minneapolis, and G. E. Fane is commercial manager. The staff includes B. C. Cedergren, C. T. Chase, Arthur Jacobson, Thomas Houghom, Alton Borgon and Miss Clara Sherman.

H. E. STUDEBAKER, manager of KGA, Spokane, retains his position under the new ownership. The station was recently added to the NBC west coast stations.

L. A. (AL) TRIPP, commercial manager of KFI several years ago, and later free lancing, has been appointed commercial manager of KDB, Santa Barbara. He had previously been in the Northwest for several months recuperating from a serious illness.

BEHIND THE MICROPHONE

ARTHUR Q. BRYAN, formerly with WOR, Newark, has joined the announcing staff of WCAU, Philadelphia, according to announcement by Stan Lee Broza, program director. He is also a tenor, formerly with the Jeddo Highlanders and Seiberling Singers on NBC.

FOUR NBC announcers are listed in Pierre Key's Musical "Who's Who." They are Graham MacNamee, John S. Young, Milton J. Cross and Alois Havrilla.

EDWARD A. BYRON, production manager of WLW, Cincinnati, announces the promotion of Emerson C. Krautert, continuity writer and former Denver newspaperman, to continuity editor. David Roberts, who has appeared with his dance band over WTAM, Cleveland, and who is an actor, musician, continuity writer, announcer and entertainer, has joined the WLW staff.

RICHARD M. STOCKTON, well known theater organist in eastern Pennsylvania, formerly in the silent movies, has been appointed musical director of WGAL, Lancaster.

HERBERT LIVERSIDGE, for the last three years with WNAC, Boston, has joined the production staff of NBC in New York.

BORN, to Mr. and Mrs. Vernon Radcliffe a son, William Bradley, Nov. 2, in the Norwalk, Conn., hospital. Mr. Radcliffe is NBC production man in New York.

RICHARD TAUBER, German operatic and lyric tenor who recently made a successful concert debut in New York, was scheduled to make his first radio appearance in this country in the A. T. & T. program, "Music Along the Wires," over CBS, Nov. 15.

VERNE LESLIE STECK, prominent in musical circles and formerly with WTAM, Cleveland, has joined KFBB, Great Falls, Mont., as staff artist. He is a violinist and conductor.

PAT FLANAGAN, popular sports announcer of WBBM, Chicago, has been made an honorary member of Northwestern University's "N" Club, composed of athletic letter men.

JOHN PHILIP SOUSA, the bandmaster and march king, celebrated his 77th birthday on Nov. 7 by appearing over a coast-to-coast NBC network. The program was watched by a large audience in the Times Square studio of NBC.

LEWIS LANE, of the NBC library of music and literary research, New York, is composer of "Fragments," a song without words, which was played by Caroline Gray, pianist, in the Melody Hour program on an NBC-WEAF network, Nov. 8.

LEE MORSE, NBC crooner, has left New York for a vaudeville tour on a Radio-Keith-Orpheum circuit. She will return to the air next Jan. 23.

JACK CRAWFORD and his orchestra moved into George Olsen's Club, Culver City, Cal., late in October, to be broadcast by KMPC, Beverly Hills, two periods nightly. The Crawford orchestra as previously heard at Hollywood Gardens, New York, Atlantic City's steel pier, and the Sherman Hotel, Chicago.

HARRY A. JACKSON has been appointed production manager of KFAC, Los Angeles. As the "keeper of the pig" over KFVB for four years he led the string orchestra via remote from the Pig 'n' Whistle cafe.

EARL TOWNER, KFRC, San Francisco, has been appointed director of the "Feminine Fancies" orchestra. He retains duties as vocal director at the station.

CLYDE LINDSAY, accompanist for KELW, Burbank, Cal., early this month was appointed officially as music director of the station.

EDDIE LYNN, who has collaborated with Charles Wakefield Cadman, in writing the lyrics of two score of songs, has resigned from the program department of KHJ, Los Angeles, and will free lance.

KAY THOMPSON, accompanist and blues singer at KMOX, St. Louis, for two years while attending Washington University, has gone to Los Angeles to join KTM in a similar capacity.

RAY CANFIELD, who leads the Hawaiian Beach Boys over KFI and KECA, Los Angeles, is soon to be ordained as a minister of the gospel. He has written books on ukulele playing that are published in five languages and was the first to use a bass voice in his Hawaiian group in contrast to the highly-pitched voices usually heard.

GENE READ, who created "Mike and Mary," happy Irish couple, as an evening feature with the news over KMOX, St. Louis, is also a novelist. His "Thurman Lucas" is one of the recent crime novels.

JOHN WARREN, baritone soloist with KHJ, Los Angeles, is likewise an artist. His water color collection was shown at the Frazee-Torrey Galleries, Hollywood, the first two weeks of November with 40 exhibits.

HENRY HALSTEAD and his orchestra, late of California, have gone to the Muehlebach Hotel, Kansas City, for an extended engagement and are also to broadcast four times weekly over CBS from Kansas City.

CARLETON YOUNG, actor of the NBC Pacific Coast network, has been loaned to a San Francisco theatre for a few performances. He took the major role in "Precedent."

WALLACE BUTTERWORTH, NBC sports announcer in Chicago, was married in Montreal on Oct. 31 to Miss Antoinette Baillargeon. Following a White Mountains honeymoon, the couple will return to Chicago.

TALENT at KFI, Los Angeles, seems to crave the salty tang of sea air. Hugh Pendergraft, banjo player, has a 4-passenger racing runabout and recently increased his fleet by launching a 28-foot cabin cruiser named "The Lorraine." Rene Hemery, violinist, has a speed boat, while Hank Howe, saxophonist, takes his water outings with an outboard hydroplane.

IN THE CONTROL ROOM

H. WORDEN (HACK) WILSON, NBC control engineer in New York City, is winning great popularity on network programs for his ability to mimic many radio artists. He has been featured on the Club Valspar program.

WILLIAM G. H. (BILL) FINCH is now secretary and chief engineer of the American Radio News Corporation, Hearst subsidiary which is not only developing Mr. Finch's long wave radio-typewriter service, but has been placed in charge of the various stations acquired or to be acquired by the Hearst newspaper interests.

H. M. SMITH, until recently in the broadcasting division of the Westinghouse Company at Pittsburgh, has become associated with Frank Faulkner in consulting engineering work in Chicago.

DR. WILLIS EUGENES EVERETTE, radio engineer of San Rafael, Cal., has returned from a six months tour of Europe during which he studied the technical aspects of various radio systems abroad.

H. J. RUSSELL, formerly with Canadian Marconi Co., Montreal, is now in the research department of the British Marconi at Chelmsford, England.

FRED MOORE, of the engineering staff of WCAU, who has been studying music, has been transferred to the production department.

D. E. REPLOGLE has been elected a vice president of the DeForest Radio Company and will continue as chief engineer. For the past two years he has been assistant to the president of the Jenkins Television Corporation, DeForest subsidiary, in full charge of engineering and production.

EDWIN LOVEJOY, Department of Commerce radio supervisor for the Northwest with headquarters in Seattle, has just returned from an inspection trip of his territory and a visit to the Portland monitor station.

JOHN KENNEDY, of the technical staff at KMTR, Hollywood, has gone to KMCS, Inglewood, Cal., in a similar capacity. During the war he was a lieutenant in the British Navy.

JOHN G. LEITCH, chief engineer of WCAU, Philadelphia, made a flying trip to Cleveland recently to visit the new studios of WHK. Mr. Leitch is collecting data for the new WCAU studios to be built soon.

Dr. Pupin Honored

DR. MICHAEL I. PUPIN, of Columbia University, has been awarded the John Fritz gold medal for 1932, highest honor in American engineering, for his achievements as "scientist, engineer, author, inventor of the tuning of oscillating circuits and the loading of telephone circuits by inductance coils."

I.C.C. Rate Hearing Scheduled Dec. 14

NBC and WGBB to Contest Jurisdiction in Radio Field

THE INTERSTATE Commerce Commission has scheduled for hearing on Dec. 14, in New York City, the complaint of the Sta-Shine Products Co., Inc., of New York, against the NBC and WGBB, Freeport, N. Y., to determine the federal agency's power to regulate advertising rates of broadcast stations. (Docket No. 24738). Examiner Cheseldine was designated to take testimony and to submit a report and recommendations.

Both NBC and WGBB are understood to be preparing arguments to contest the claim that the I.C.C. has any jurisdiction over the radio rate structure, as such authority would also empower it to evaluate broadcast properties as the basis of establishing minimum and maximum rates. The Commission, in docketing the case, automatically assumed jurisdiction, but it is by no means settled that it has any authority to regulate rates.

The National Association of Broadcasters may intervene in the proceedings. At its convention in Detroit last month the NAB adopted a last minute resolution authorizing its executive committee, should it deem the course advisable, to intervene in the hearing of any complaint before the I.C.C. in which the alleged right or duty of that agency to establish or regulate rates for broadcast advertising services appears at issue.

The Sta-Shine Company is described in the complaint as engaged in the sale and distribution of polishes for furniture, automobiles and other articles. Its complaint charged that the rates demanded by the NBC were exorbitant and that the network, moreover, had refused to furnish facilities. It alleged that the rates, regulations and practices of both NBC and the Freeport station were unjust and unreasonable and in violation of the Interstate Commerce Act. The practices of the defendants, the complaint charges further, are "unlawfully discriminatory because all persons are not accorded similar treatment."

Unless the complaint is withdrawn by the Sta-Shine Co., it is explained by the Commission, the case will be heard in New York, and in due course decided by the Commission. The hearing will begin at 10 a. m., at the Merchants Association rooms, 233 Broadway.

WABC Sets Record

FIFTY thousand letters in a single day is the new record achieved by WABC, CBS key in New York. In fact, all networks are getting more mail this year than ever before, because of the increased number of contests.

The crooners, however, whether a prize is offered or not, seem to be mail magnets. Russ Columbo drew 2,500 letters in one mail recently.

U Men Head Bands

COLLEGIANS head at least half the nationally known orchestras while university men comprise 70 per cent of the musicians in those orchestras, according to a survey by Music Corporation of America, which also found that most of these players began playing with campus or fraternity orchestras while in school and that many of them chose to follow music rather than complete their college educations. Among the schools represented by orchestra leaders are: George Olsen and Buddy Fisher, Michigan; Bobby Meeker, Northwestern and Chicago; Herbie Kay and Husk O'Hare, Northwestern; Carleton Coon and Joe Sanders, Kansas; Emerson Gill, Ohio; Jimmy Joy, Texas; Herb Gordon, Union; Weede Meyer, New York; Ralph Bennett, Georgia Tech; Lloyd Huntley, Colgate; Anson Weeks, California; Milt Taggart, Utah; Fred Waring and Earl Burnett, Pennsylvania; Rudy Vallee and Sleepy Hall, Yale; Paul Harrison Graham, Florida; Hogan Hancock and Curtis Smith, Oklahoma; Paolo Grasso, Rome (Italy) Technical; Opie Cates, Missouri; Gene Fosdick, Columbia; Al Katz, Cincinnati, and Tom Clines, Fordham.

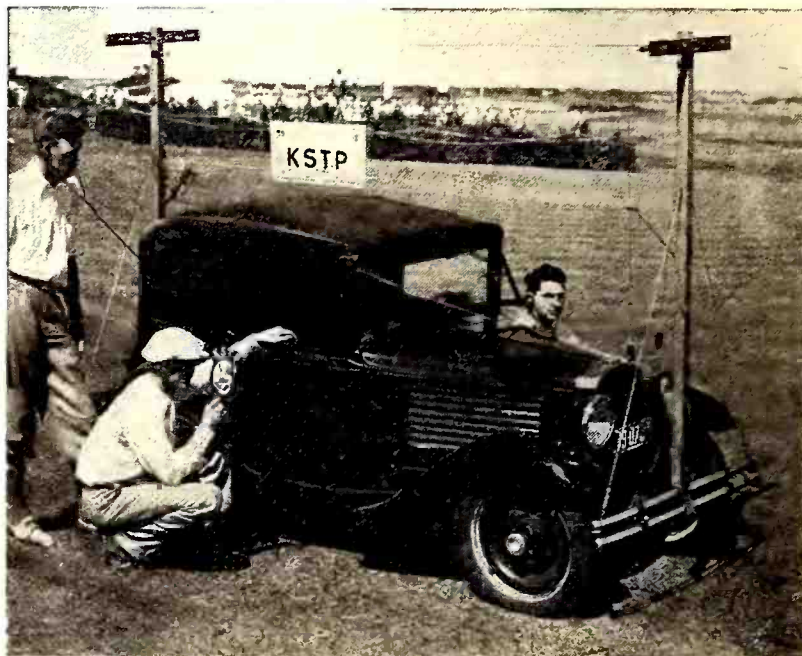
WCCO Prints Programs In Weekly Shop Paper

COMPLETE detailed programs of the schedules of WCCO, Minneapolis-Saint Paul, together with the names of clients sponsoring these programs, are now being published weekly in the Minneapolis "Shopping News." This publication is delivered each Saturday morning to 127,000 homes in Minneapolis, Saint Paul, and immediate suburbs.

Decision to publish WCCO programs in the "Shopping News" came, station officials said, after the five Twin City newspapers had adopted the policy of so editing radio programs that they meant practically nothing to the reading public. The newspapers, it was said, have adopted the policy of eliminating practically all commercial names, and dropping Sunday radio pages.

"Shopping News" gets daily announcements concerning the publication on the air, in return for which the programs are published each Saturday. The paper carries advertisements of about ten of the largest Minneapolis retail establishments.

KFYR, Bismarck, N. D., assisted recently in the capture of an automobile thief by broadcasting bulletins on his race through nearby towns. Police at Bowman were consequently able to head off the robber.



How KSTP Covered Recent Open Golf Tournament

THE PROBLEM of broadcasting a golf tournament, shot-by-shot, has been solved by KSTP, St. Paul. A short-wave portable transmitter housed in an Austin car, as depicted above, turned the trick.

The all-mobile apparatus was improvised by KSTP for coverage of the St. Paul \$10,000 Open Golf tournament. Announcer and engineers scooted about the course, over fairway, hill and dale, covering every phase of the four days of medal play. Three short-wave receivers at vantage points on the course picked up the running account and fed it into KSTP.

Heretofore field events have been

covered with short wave portables, but the apparatus has been strapped to the backs of announcer and engineer. Crowd noises and other foreign elements were picked up to the detriment of the broadcast quality. By closing the windows of the auto, a portable studio was created, and extraneous noises shut out. Moreover, the light weight of the car and its speed enabled Phil Bronson, KSTP sports announcer, to follow all leading players, with no injury to the turf.

KSTP has received letters from a number of stations seeking information about the arrangement.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

A CHRISTMAS Shoppers hour, featuring an appropriate gift for everybody on one's shopping list, is about to be produced at WCSC, Charleston, S. C. That station has just issued a booklet explaining the Charleston market for the benefit of national advertisers.

A NOVEL method of putting across a commercial sales message is being used by WGAL, Lancaster, Pa. Instead of giving the straight "puff" announcement the plug is dramatized—making a short sketch of one or two minutes duration. Two half hour programs are broadcast every week, each accommodating six brief sketches. The sketches, presented by the WGAL Players, are interspersed with local talent music. About five minutes are allowed each advertiser, who may be local or national. "Minute Talkies," as they are programmed, have met with considerable comment and success.

TAKING the listeners to the broadcast as well as the broadcast to the listeners is the system now used by WCCO, Minneapolis, in broadcasting the programs of Myndall Cain, local cosmetic manufacturer and beauty salon operator. Each Tuesday evening at 8:30 the program given by Miss Cain and her associates is presented from a specially built studio in her salon. Formerly the programs were sent out from WCCO's studios, but recently they were moved to the salon and Miss Cain's clients and friends were invited to come to her establishment to witness them. The program consists of musical selections by a harp trio and vocalists, and a short talk on beauty culture and current modes by Miss Cain. The artists and announcer all appear in formal dress.

ELIMINATION of advertising talk, but direct reference to the firm's newspaper display, is being carried on as an experiment by the Utah Oil Refining Co., Salt Lake City. L. S. Gilham Co., Salt Lake agency, handles the account and places copy with the regional stations.

GUSTAVE F. MORAN, operating under the fictitious name of Spanish California Broadcasting System, at 130 South Broadway, Los Angeles, is presenting a daily Spanish-classified period over KTM with orchestra, string combination and six singers.

THE CAMPBELL CO., San Diego, Cal., agency, is using KFSD, in the same city for the account of Cramer's Bakery. This has been on the air continuously as a weekly program for seven years with string quartet and baritone soloist. Roy Campbell, Jr., agency president, reports that the result warrants the broadcast because of increased sales, though no direct tie-in with the radio advertising has been attempted.

THE AMERICAN Bureau of Chiropractic, Southern California branch, has signed with KGER, Long Beach, for a daily morning program of 15 minutes.

NAT VINCENT and Freddie Howard, under the name of the Happy Chaplins, are doing a song and piano act each noon-time for KMPC, Beverly Hills, Cal., under sponsorship of the Podolar Motor Co. They composed "When the Bloom is on the Sage" and a score of other popular melodies.

COAST Fishing Co., Wilmington, Cal., maker of "Balto," a dog food, has been

using KHJ, Los Angeles, three times a week with "Uncle John" Daggett at the microphone in an informal program for kiddies. Late in October he held an impromptu dog show on the outskirts of the city. There were 8,000 youngsters with 500 dogs of all ages, and 111 prizes were given. The Los Angeles office of the J. Walter Thompson Co. places the account.

KMPC, Beverly Hills, Cal., has added a new daily attraction with the Plantation Crooners as an evening program. Billy Evans, known on vaudeville as the "Big Man From the South," acts as master of ceremonies. Cast includes wash-board band, male quartet and string group. It is planned to sell the feature to an oil company with a direct tie-in by giving free tickets of admission to the studio on the purchase of ten gallons of gas. Inside the studio special props have been erected in the form of a replica of an Arkansas hill shack.

MURRAY and Harris, onetime vaudeville players, now on KFRC, San Francisco, are doing some programs for The Emporium, local department store, on a three months contract. They are managed by "Con" Conrad who also writes popular songs.

"DAN PARKER," trade name of a Los Angeles clothier, has started to sponsor a thrice-weekly program via KGER, Long Beach, under the caption of "Pleasant Harmonies" with orchestra and soloists. All previous radio sponsorship of the firm had been confined to sports events, including wrestling and prize fights.

KRLD, Dallas, Texas, has taken on the account of Simms Oil Company for six broadcasts each week and to include the sponsorship mostly of CBS features.

KDB, Santa Barbara, Cal., during the past month ran copy for more than 20 local advertisers, in addition to chain features: Rieger Radio Co., Spotless Cleaners, Van Sicklen Chevrolet Co., Christian Science Church, Elite Bakery, Linoleum Shop, Van's Drive-in Market, Certified Used-Car Market, Crusaders, Berkin's Van and Storage, First Christian Church, Bartlett's Women's Wear, Karl's Shoe Store, Lamb Electric Co., La Vida Mineral Water, Ferree Chiropractors, Hank Walker's Band, Stoner's Shoe Store, Zach Painting Contractors, Paris Cleaners of Ventura, Fox Arlington Theatre, Beissell and Holt Shoes.

THE RUPPE Mortuary, Los Angeles, has signed with KNX, Los Angeles, for Sunday morning recitals, using Joseph Diskay, Hungarian tenor, in ballads and classics.

KGW, pioneer Portland, Ore., station, is using transcriptions for Life Savers, Gruen, Kolynos, Phoenix, Charis, Barbara Gould, Acme Lead and Rumbold. These productions of the World Broadcasting Co. were placed by Scott Howe Bowen, Inc.

SOME of the November sponsors at KGW, Portland, Ore.: Palace Laundry, organ; Portland Oregonian, cooking school; Vogan candy, records; Jantzen Beach, records, and the City Club, speakers.

SOME of the November sponsors of KGDM, Stockton, Cal.: Yolland Ice and Fuel Co., using the Brusch string trio; New York Store, local department, with varieties, and the Economy Shoe Store, studio talent.

WALTER BIDDICK CO., Los Angeles agency, has inaugurated a radio campaign for Normalizer, Inc., health ma-

chines, over Don Lee's California stations. Au'obank, automobile financing organization, has also appointed Biddick to direct a Los Angeles radio campaign.

WDGY, Minneapolis, has a program called the "Two Ernies," starting on its sixth consecutive year. Sponsored by the Town Marker Furniture Co., the programs feature the harmony pair, using string instruments also.

"HOLLYWOOD Gossip," titles a new twice weekly program over KHJ, Los Angeles, under sponsorship of Resinol soap for 26 weeks. Miss Radie Harrie, of New York, is in Hollywood interviewing film celebrities for the broadcast.

PEARCE-KNOWLES radio advertising agency, Skinner building, Seattle, has placed a Sunday transcription broadcast with KOMO, Seattle, for Dons' Sea-Food, exclusive Seattle restaurant. The same agency has also placed the "Sambo and Ed" transcription series with KXA, Seattle, under sponsorship of the Olson Fuel Co., and with KRSC, Seattle, a fifteen minute music program daily for the same firm. Harold E. Pearce is in charge of the agency radio activity for local accounts.

ELEANOR GERMO agency, Los Angeles, has moved its "Bob and Harriet," program from KHJ to KFVB as a once a week frolic. This is a radical departure from the former type of program which portrayed a family skit program. The new one is in the form of a frolic staged from a sound stage on the Warner Brothers lot with twenty acts of comedy and music, Sunday nights. Franco Bakers sponsor the contract and W. V. (Bill) Ray, KFVB commercial manager, supervised the contact work in placing the account.

KFAC, Los Angeles, and KFVD, Culver City, under the same ownership, have announced new current accounts to include the West Pico Furniture Co.; Northern Paper Mills; Pacific Military Academy; California Theatre; RKO Theatre; Southern California Music Co.; Peerless Laundry and the May Co. department store.

STARK, Johnson & Stinson, insurance advisors, has begun a new twice weekly series of 15-minute programs featuring popular songs and ballads over WTAG, Worcester. This company has broadcast for the past six years with good response.

NETWORK ACCOUNTS

WALTER WINCHELL began featuring the new American Tobacco's Lucky Strike dance hour programs on NBC, Nov. 3, by arrangement with LaGerardine, which has the Broadway columnists contracted also for its CBS program. Lucky Strike now offers three dance orchestras, one each in the three weekly one-hour periods it takes on NBC, namely, Wayne King from Chicago, Andy Sannella from New York and Gus Arnheim from Chicago. Winchell stays on the program until Nov. 28, continuance depending largely on whether it detracts from Gerardine. B. A. Rolfe, leading the Lucky Strike orchestra for the last three years, sailed for Honolulu Nov. 14 for a rest. Lucky Strike has also dropped Weber and Fields.

BESIDES its \$1,500,000 CBS network account featuring "Myrt and Marge," William Wrigley Jr. Company is sponsoring "The Lone Wolf Tribe," a juve-

nile series on American Indian lore heard three late afternoon periods weekly over WBBM, Chicago, and a CBS midwest group. The continuity is written by Elmo Scott Watson, authority on Indians, and the cast includes several real Indians.

WHEATENA Corporation, Rahway, N. J., started Nov. 3 to stage its "Raising Junior" feature, an NBC-WJZ offering, over an NBC Pacific Coast network consisting of KPO, San Francisco; KGA, Spokane and KJR, Seattle. KECA, Los Angeles, will add the program Dec. 1. Scripts are written by Peter Dixon, who, with his wife, acts in the New York presentation, and the same continuity is used by the West Coast cast.

TROPIC-AIRE, Inc., Minneapolis, hot water heaters, is sponsoring Saturday football scores and commentaries over a CBS network, with Bill Fagan of the CBS, formerly radio editor of the United Press, announcing and commenting.

REGAL Shoe Co., Whitman, Mass., is featuring mimicry of theatre, cinema and radio notables in the "Radio Reproductions" program it is sponsoring over CBS. This is designed to maintain a link between product and entertainment, the manufacturers claiming that their products are absolute reproductions of the finest work of English bootmakers.

CONSTANCE PARKER YOUNG, authority on care of the hair, and the Gondoliers, male quartet, are being featured on the program on care of the hair offered twice weekly over WBBM, Chicago, and a midwest network of CBS stations. Sponsor is the Kenton Pharmaceutical Co., Covington, Ky.

AMERICAN Chain Co., Bridgeport, Conn., ("weed tire chains") began Nov. 11 to sponsor a weekly Wednesday night program over CBS featuring a symphony orchestra directed by Andre Kostelanetz and vocalists. The account runs for 13 weeks.

THOMAS A. EDISON, Inc., Edicraft division, Orange, N. J., began Nov. 5 to present "The Gilbert and Sullivan Breakfast Hour," featuring husband and wife in rehearsals over the breakfast table of the parts they are to play in a Gilbert and Sullivan opera. The program is signed on CBS for 13 weeks.

THE REISER COMPANY, maker of Venida hair nets, begins Nov. 15 a 15-minute Sunday afternoon period over CBS featuring Wee Willie Robyn, of Roky Gang fame, with the Emery Deutsch Gypsy Ensemble. Redfield Coupe, Inc., New York City, is handling the account.

CREAM of Wheat Corp., Minneapolis, is sponsoring Angelo Patri, noted child training authority, in a 15-minute Sunday night series over CBS.

PREMIER Malt Sales Co. (Blue Ribbon Malt), sponsoring Ben Bernie and his orchestra on CBS Tuesday nights, has doubled the "Old Maestro" period on a coast-to-coast network to make it run 30 minutes. The new contract, effective Nov. 3, is for 52 weeks. The renewal account is handled by Matteson - Fogarty - Jordan Co., Chicago agency.

BROOKS and Ross, comedy team, are to feature the new series to be heard Tuesday and Friday mornings over CBS under the sponsorship of the Independent Grocers' Alliance. The contract is for 13 weeks. Blackett-Sample-Hummert, Chicago, is handling the account.

CORN Products Refining Co., New York, began Nov. 9 to sponsor the Kre-Mel Gang in a 52-week 15 minute Monday and Friday late afternoon program over CBS. This is a children's program, featuring Uncle Olie, a Swede who has devoted his life to making children happy, and four mountaineers from the Blue Ridge Mountains of Virginia. The E. W. Hellwig Co., New York agency, is handling the account.

"THE NEW England Kitchen of the Air" is being continued over the New England Broadcasting System under the sponsorship of various food manufacturers. The system consists of a network composed of WEEL, Boston, key; WTAG, Worcester; WJAR, Providence, and WCSH, Portland. The program, conducted by Marjorie Mills, women's editor of the Boston Herald-Traveler, is heard on Monday, Wednesday and Friday afternoons. A. S. Boback is president of the system, with offices at 216 Tremont St., Boston. The New York office is in charge of James Gillis, formerly with the United States Daily, Washington.

SEECK & Kade, Inc., New York, (Pertussin, cough syrup), has renewed its CBS contract for two 15-minute periods on Tuesdays and Thursdays, beginning Dec. 1 and using 16 stations. The agency is the J. Walter Thompson Co., New York City.

INTERNATIONAL Shoe Co., St. Louis, (Vitality Shoes), has renewed its contract for a 23-station CBS hookup on Wednesday nights, effective Dec. 2. H. W. Kastor & Sons, St. Louis, handles the account.

MANHATTAN Soap Co., New York, ("Sweetheart" soaps), began a new weekly series over an NBC-WEAF network Nov. 9 to run on Mondays at 5:30 p. m., EST. This augments the series it now stages Wednesday morning over an NBC-WJZ network. The Peck Advertising Agency, New York, handles the account.

CONTINENTAL Oil Co., Ponca City, Okla., will go on the air Dec. 6 with a series of one-half hour programs on Sunday mornings, partly over NBC from Chicago and partly by transcription. Carveth Wells, the explorer, is the featured star. Scott Howe Bowen is releasing the transcriptions for Tracy, Locke and Dawson, Dallas advertising agency. It is Continental's third air campaign in two years, the first having been entirely network, the second entirely spot and the third network supplemented by spot.

SMITH BROTHERS, Poughkeepsie, N. Y. (cough drops) has signed with CBS for 14 Saturday night 15-minute periods over 28 stations, starting Nov. 28. Nathaniel Shilkret's orchestra and the team of William Hillpot and Harold Lambert will be used. Hommann-Tarcher & Sheldon, New York agency, is handling the account.

PROSPECTS

ROBERT S. MANN, in his "Ad-Ventures" column in Editor and Publisher, makes the following statement: "Announcement by William Wrigley, Jr., chewing gum manufacturer, that he had signed a \$1,500,000 contract for a five-day-a-week radio program to begin Nov. 2, has revived speculation about the forthcoming radio splash of the Ford Motor Company. One story that got into print recently was that Ford would spend \$750,000 in a single day, using all stations of both systems from early morning until 6 p. m., and presenting a program ranging from sopranos to football. As usual, no direct information was available from authoritative sources, but skepticism was registered. It was pointed out that it would be almost impossible to buy a whole day on so many stations in view of existing contracts. In addition, the sum named seems large even for so ambitious a project, unless one figures on tremendous expenses for talent. Announcement in regard to the Ford radio campaign was originally expected early in September."

JOHNSON & Johnson, New Brunswick, N. J. (Red Cross absorbent cotton, bandages, gauze, etc.), has appointed the Frank Presbrey Co., 247 Park Ave., New York, as advertising agents for a campaign that will include localized newspaper and radio advertising.

RADIO will be used along with newspapers in an advertising campaign to

be launched by Austin C. Lescaboura, Croton-on-Hudson, N. Y., for Radio Training Schools, Inc., New York and Boston.

PEARCE-KNOWLES, agency for radio, Seattle, is directing the radio account of HiFlex Pacific, Inc., Smith Tower, Seattle, distributors of a liquid graphite motor lubricant. First stations to be used will be in Oregon, then Washington, California and eventually eastward, according to initial plans.

THE SEATTLE office of Botsford, Constantine and Gardner will start a radio campaign for the Pacific Coast Paper Mills, of Bellingham, Wash., to advertise the "M.D." line of tissues.

JOHN F. HELD agency, Seattle, has placed the account of RMB Laboratories, medicine manufacturer, Seattle, with KOL, KPCB and KXA, Seattle. Other coast stations may later be added.

WESTERN Agency, Inc., Seattle agency, is to supervise a radio advertising campaign for the Pacific Coal Company of the same city.

SANTA MONICA, Cal., Bay District Realty Board early this month appointed a committee to study outlines for a community advertising campaign featuring the projected \$690,000 breakwater and yacht harbor. Finance is to be secured from the bond issue which was recently carried. Radio is being considered in the projected campaign.

AGENCIES AND REPRESENTATIVES

ARTHUR BERGH, for the last nine years musical supervisor and director of recordings of the Columbia Phonograph Co., has joined the Young & Rubicam agency, New York, as head of the radio department. He conducted the "Great Composers" period over NBC in 1930. A former first violinist with the New York Symphony and the Metropolitan Opera orchestras, Mr. Bergh is also a composer and conductor. He was associated with both Thomas Edison and Lee DeForest in their early talking picture ventures.

JOHN BENSON, president of the American Association of Advertising Agencies, was guest speaker at the Los Angeles Advertising Club Nov. 10. The talk was broadcast by KHJ.

PLANS for a new western agency, to handle advertising over the air and through other media, have been announced from New York. Charles E. Kurtzman, managing director of the Romy Theater in New York, and Edgar White, advertising manager at the same theater, have announced they will resign on December 1. Projected plans call for the new firm to open offices in both San Francisco and Los Angeles about Jan. 1 with a resident partner in each.

L. H. HARTMAN, formerly vice president and partner of Lord & Thomas & Logan, New York agency, has organized a new advertising agency in New York to be known as the L. H. Hartman Co., Inc., with offices at 444 Madison Ave.

ERWIN WASEY & CO., New York agency, has appointed Chester H. Miller to its radio department. Mr. Miller formerly was with CBS and later was in charge of production in the Chicago offices of the Judson Radio Program Corp.

FRANK P. O'BRIEN, formerly with the KHJ, Los Angeles, business office, has joined the Leichter Co., Los Angeles agency, as a radio account executive.

UNITED States Senator Samuel Shortridge made the closing speech at the Pacific Coast association of advertising agencies in Santa Barbara Nov. 6. The Don Lee Columbia coast chain broadcast his remarks. The officers for next year were named as follows: Louis Honig, San Francisco, president; R. P. Milne, Seattle, vice-president;

E. L. Lynch, San Francisco, secretary-treasurer; directors: Dan B. Miner, Los Angeles, retiring president; Henry O. Hawes, San Francisco; Don Francisco, Los Angeles, and David M. Botsford, Portland.

HOWARD ANGUS, radio executive of Barton, Batten, Durstine & Osborne, Inc., New York, has been elected to head the radio advertising group of the Advertising Club of New York. Mr. Angus was formerly associated with RCA.

BURTON-DIXIE Corporation, Chicago, manufacturers of mattresses, pillows, box springs and cushions, have placed their advertising in the hands of Needham, Louis and Brorby, Inc., Chicago agency.

TRANSCRIPTIONS

WORLD Broadcasting System, New York, has contracted with 112 stations for the installation of equipment to handle its new "hill and dale" recordings, according to E. B. Foote of that company.

RALPH MATHIESON, Los Angeles branch manager for Prentice-Hall, business book publishers, is reported as buying an interest in the Freeman Lang transcription studios, Hollywood.

CONTINENTAL Broadcasting Corporation, Hollywood, with eastern headquarters in Washington, has arranged a Christmas series of transcriptions covering 20 programs of 15 minutes each. They are released beginning Dec. 1 and are either for sustaining or commercial programs.

BYERS Recording Laboratory, New York, has just completed for Scott Howe Bowen a new series of 13 programs of 15 minutes each for release for commercial sponsorship or sustaining programs, featuring Nathaniel Schilkret and his Salon Orchestra, with a second orchestra of 22 pieces and the Rondoliers Quartet.

DAVID HORSLEY Film Laboratories has moved to 6060 Sunset Boulevard where Horsley operates as the Hollywood Film Enterprises, Inc. The new equipment includes a complete modern transcription plant with stage, dressing rooms, studios and mechanical departments. Flexible, non-breakable records are being used for most of the production scale on personal recordings, voice tests, group and orchestral recordings.

ABOUT 200 stations were used by United Drug Co., Boston, Nov. 2 to 7, for electrical transcription programs designed to tie up with the regular one-cent sales of its 10,000 scores throughout the country.

DON FORKER, president of Hollywood Broadcast Features, 220 North Larchmont Blvd., Los Angeles, resigned late in October and Henry T. Caven was announced as assuming complete control. The firm maintains offices in the Freeman Lang studios (recording) and Lang does the recording.

EQUIPMENT

DeFOREST Radio Co., Passaic, N. J., has no intention of quitting the receiving tube business and is still actively engaged in producing transmitting tubes of all types, says a statement by William J. Barkley, vice president. The statement was issued to counteract alleged rumors that the DeForest Company was leaving the tube field.

NATIONAL Radio Equipment Exhibitors, planning to open its exhibit of all kinds of radio materials in the National Press Building, Washington, Nov. 16, announces that contracts have been signed for displays of condensers and other parts produced by Siemens and Halske, of Berlin, and A. M. Flechthelm & Co., also of Germany.

WESTERN Radio Engineering Co., St. Paul, announces that it has just completed a new 1 kw. transmitter for WCAL, of St. Olaf College, Northfield, Minn. The same company built the new transmitter of KSTP, St. Paul, which has a capacity of 50 kw. but is licensed to operate with 10 kw.

STATION NOTES

WCCO, Minneapolis-Saint Paul, claims the longest remote control hookup for a single station—from Palo Alto, Cal., to the Twin Cities. The occasion was a play by play report of the University of Minnesota-Stanford football game, and a special telephone line was leased by WCCO for the occasion.

WHAT, Philadelphia, working in conjunction with its corporate affiliates, the Public Ledger newspapers, has innovated a new feature to help alleviate unemployment. At scattered intervals throughout the day "help wanted" and "positions wanted" ads from the morning and evening Public Ledgers are broadcast.

KMCS, Inglewood, Cal., and KMTR, Hollywood, Cal., both have run remote controls to the Los Angeles City Hall. Acting as "city hall reporter" for both stations, Dick Conner broadcasts a separate period daily via special lines.

WEDH, Erie, Pa., owned by the Dispatch-Herald, boosts three full-fledged airplane pilots in its organization. Samuel Benjamin, vice president of the publishing company, Bernie Benjamin, his brother and manager of WEDH, and Miss Barbara Hawley, aviation editor of the paper, all are licensed pilots.

WJSV, Mount Vernon Hills, Va., is arranging a "coming out" party for the dedication of its new studios Nov. 19. Invitations to about 1,000, including Radio Commission officials, advertisers, radio folk and newspapermen, have been tendered.

NEW ZEALAND might be considered a part of the United States from the fan letters received regularly by a large number of stations from its inhabitants. KMOX, St. Louis, WDBO, Orlando, Fla., and WLWL, New York City, are the latest to receive fan mail reporting that their programs were "extremely clear." WPG, Atlantic City, and KSTP, St. Paul, have regular followers in the Antipodes.

WCLO, Janesville, Wis., recently got immediate results in a call for volunteers after a cyclone had swept through southern Wisconsin, doing \$500,000 worth of damage, killing one man and injuring several. More than 100 persons answered the call for volunteers despite the bad weather and were at work within an hour after the call.

THE LETTER carrier hasn't yet forgiven Byron Douglas, who reads the Sunday comic section over KHJ for the Los Angeles Times. He asked for letters from child listeners late in October, and from one announcement got nearly 4,000 replies.

WBBM, Chicago, comes into an area 10-foot square, at Yalla, India, "like a ton of bricks," but isn't heard outside that spot. Such was the report made to the station by John Richards, the Standard Oil Company's representative there. He reported that the station is the only American outlet that can be picked up, but that when the receiver is moved outside the 10-foot square, English and European stations also are cut off.

KFBB, Great Falls, Mont., has overhauled its entire input and transmission equipment with "gratifying results." Chief Engineer John E. Parker superintended the job, which included installation of a new antenna and counterpoise system that uses 11,000 feet of wire with a cage antenna. A test program brought response from practically every state in the country, every province in Canada, and from Hawaii, New Zealand and Australia.

KFOX, Long Beach, Cal., is rebroadcasting three daily programs from KHJ, Los Angeles. They are the "Black and Blue" program for Folger's Coffee Co., dance music from the Hollywood Roosevelt Hotel (Hal Grayson's orchestra); and from the Los Angeles Biltmore supper room (Jesse Stafford's orchestra).

IT ISN'T necessary to be from Indianapolis to get on the staff of KTM, Los Angeles. But it helps. Former Indianapolis men now on the KTM staff: C. B. Juneau, production manager; R. E. Deardorff, of the sales staff; Mayfield Kaylor, continuity head; David Carlyle, tenor, and F. F. Barneclo, night host.

WABC, New York, smashed all fan mail records recently, receiving 50,000 missives in one day. In fact, networks are getting more mail this year than ever before because of the unprecedented number of contests and prize offers made to induce listeners to write. The crooners also seem to stimulate fan mail, Russ Columbo, NBC baritone, having received 2,500 letters in one mail recently.

KMIC, Inglewood, Cal., has installed a remote line to Loyola University, near Del Rey, for daily lecture periods by members of the faculty.

KFBI, Milford, Kan., has issued the first number of "What's Doing at KFVI," a mimeographed folder with advertising and commercial facts of the station. It is planned to publish once a month.

KSEI, Pocatello, Idaho, since its purchase late in the summer by the Radio Service Corporation, has completely remodeled and refurnished its offices and studios and increased its number of remote points for pick-up. It is said to be the only Idaho station operating from dawn to midnight.

KGDA, Mitchell, S. D., started its winter season with J. F. Ingels as production manager and F. A. Weidenbach as chief engineer.

WDAY, Fargo, N. D., in its new rate card, claims a consistent intense coverage for North and South Dakota, Montana, Minnesota and the southern parts of Manitoba and Saskatchewan.

KOIL, Council Bluffs, Ia., is in the market for original radio plays, according to Max Vinsonhaler, of the station staff. Playing time should be 25 or 30 minutes and a cast of not over five characters.

KGNF, North Platte, Neb., has issued a "Prospectus of Radio Advertising over Radio Station KGNF." Advertising manager is T. W. Summers, formerly with the advertising departments of the Omaha World Herald and Omaha Bee News.

KFWB, Hollywood, won the first two prizes at Los Angeles' radio show in October. Julietta Novis, soprano, and Leah Ray Hubbard, blues songster, were the winners of the beauty contest. Both are staff artists at KFWB.

W. E. BAKER, commercial manager of KGDM, Stockton, Cal., has announced that the station will appoint a Chicago and a New York commercial representative in November.

PROGRAM NOTES

CELEBRATION of the ninth anniversary of Major Bowles' Capitol Theater radio programs will be heard over an NBC-WEAF network Nov. 20. On Nov. 19, 1922, radio history was made with the broadcasting of "Ein Heldenleben" by the theater's symphony orchestra direct from the stage. The programs became a regular weekly feature of NBC.

ALL STATIONS in Philadelphia—WCAU-W3XAU, WIP-WFAN, WLIT, WFI, WELK and WPEN—have joined forces to broadcast 20 talks in the interest of the Rockne Memorial. Stan Lee Broza, program director of WCAU, has been made chairman of the radio committee.

HELEN CORBIN HEINL, pianist of Washington, will make her second appearance as guest soloist in the Jack Frost Melody Moments program Nov. 25 on the NBC-WJZ network. Mrs. Heinl has been guest soloist on five national network programs during last season, including the Philco Symphony Orchestra, Jack Frost, the United States Marine Band and the Arco Dramatic Musicale, on which she was heard a second time last month. Mrs. Heinl was a pupil of the famous American composer, Edward MacDowell. She is the wife of Robert D. Heinl, well known Washington newspaperman specializing in radio.

WMBI, Chicago, is devoting practically one-seventh of its time on the air to foreign language broadcasts. Wendell P. Loveless, one of the station's three announcers, has charge of this division. Nearly 40 hours weekly, some of the programs alternating every other week, bring programs in Spanish, Italian, Greek, Swedish, Russian, Lithuanian, German, Holland, Dane-Norwegian and Hebrew.

RABBI MAYER WINKLER started a "Community Synagogue of the Air" over KNX, Los Angeles, Nov. 6, as a service each Friday at sundown. Cantor Paul Lamboff and a Hebrew choir assist.

LOS ANGELES Chamber of Commerce is using KMTR, Hollywood, for a series of weekly talks on the history of aeronautics in the west. Narrator is Dudley M. Steele, executive chairman of the chamber's aviation committee.

FIRST of the series of 13 performances of the Chicago Civic Opera were broadcast over an NBC-WJZ network Nov. 7 and 14 and will be continued on Saturday nights during the season. Three of newly developed parabolic microphones, each placed about 50 feet from the stage, are used to secure balance between orchestra and performers.

SETH PARKER (Philips Lord) and his "Sunday Night" NBC cast appear to have scored a tremendous hit in their first talking movie, "Way Back Home." So delighted were the audiences fortunate enough to see the picture's premiere in a few key cities the week of Nov. 2, that many of them burst into song along with Seth Parker and his group. This RKO picture promises to be one of the hits of the year.

AMONG the features of the "March of Time" broadcast on CBS Nov. 6 was the re-enacting of one of the high spots from Eugene O'Neill's "Morning Becomes Electra," the three-day play now being produced by the Theater Guild in New York.

PASADENA'S annual Parade of Roses and the Alabama-Washington State football game will be broadcast over the NBC networks on Jan. 3, with Don Thompson, NBC announcer, and Don Wilson, announcer of KFI, Los Angeles, alternating at the microphone.

NBC on Nov. 8 introduced Walter Damrosch in a new series on music appreciation over its WJZ network. These Sunday Symphonic Hours feature the works of Brahms, Schubert, Mendelssohn and Chabrier.

NBC has entered into definite arrangements for a Harvard-Oxford international collegiate radio debate, the voices to be carried across the Atlantic via short waves and rebroadcast on the network. The program will probably be carried also by the British broadcasting system. The debate will be heard Nov. 27.

SPEECHES by nine mayors of Pennsylvania, New Jersey and Delaware cities featured a testimonial luncheon to Mayor Harry A. Mackey, of Philadelphia, broadcast Nov. 5 by WCAU, Philadelphia.

THE HOOT Owls, oldest frolic program in the West, is now in its tenth year of consecutive weekly broadcast. It is a sustaining feature over KGW, Portland.

STUDENTS at Minnesota, Washington, Leland Stanford, George Washington, Columbia, New York and other universities are using the NBC lecture series on economics and psychology as part of their assigned curricula, the NBC reports. The series was arranged by the National Advisory Council on Radio in Education.

NBC began an unusual fall series of farm broadcasts on Nov. 7 with the address by Mrs. Herbert Hoover to the 4-H Clubs and the national corn-husking contest from Grundy Center, Ia., Nov. 13. On Nov. 14 Louis Tabor, national master of the National Grange, delivered an address during the Farm and Home hour. Other farm programs scheduled include: Nov. 16, annual meeting of the Land Grant College Association; Nov. 17, national oratorical contest of farm boys at Kansas City; Nov. 18, monthly message of Farmers Educational and Cooperation Union from Chicago; Nov. 19, conference on land utilization called by Secretary of Agriculture Hyde; Nov. 30 to Dec. 5, one hour daily from Chicago live stock exposition.

COHEN and Clancy, a character series depicting the trials and tribulations of two inseparable pals, starting when Mike Clancy rescues Abe Cohen from some gangsters, is a new daily sketch inaugurated over WBZ-WBZA, Boston-Springfield, Nov. 9.

HIGH praise from Southern farmers is being received by WSB, Atlanta, for its commodity and hourly cotton market broadcasts.

NEWSBOYS of the Intelligencer Journal and New Era, Lancaster, Pa., have another job besides delivering papers and calling out their "Wuxtra" on the streets. They go on the air over WGAL, owned by the newspapers, every Wednesday evening with their band. The band, made up entirely of carrier boys, has been broadcasting a half hour concert over the Lancaster station every week for the past year and a half. The program has several instrumental solos each performance.

DAILY programs at KHJ, Los Angeles, have started out the past year with the reading of the Lord's Prayer by the announcer on duty. This is now followed by a five-minute inspirational talk written by some leader in the fields of religion and public life. It is planned to make these available later in book form, according to Lewis A. Weiss, manager.

EIGHT symphonic, eight popular and eight children's concerts have been scheduled by the National Symphony Orchestra of Washington, with Hans Kindler conducting, which an NBC-WEAF network began to carry Nov. 2. The programs are heard Sunday afternoons from 4.50 to 5.45 o'clock, following the nation's capital custom of giving them before 4.30 so that government employes may attend.

STATION KDKA, Pittsburgh, celebrated its eleventh anniversary as "the first permanent radio station in the world" with a special program that began Nov. 2 and extended into two days.

THE EARL Hanson expedition for magnetic observations in the Orinoco and Amazon valleys of South America will be kept in touch with the "home folks" via KDKA, Pittsburgh, and its short wave auxiliary, W8XX, with which the explorer made arrangements before departure.

SALT Lake Federation of Labor has been using KSL, Salt Lake City, for a series of 15-minute evening speaking programs.

WITH WCAU, Philadelphia, as key station, CBS began Nov. 6 to broadcast the 110-piece student orchestra of the Curtis Institute of Music, directed by Fritz Reiner, and outstanding pupils in the institute's various departments.

WMCA, New York, has inaugurated a schedule that will keep it on the air 20 hours a day.

Program Contract Made With College

Lafount Urges Unity as KPO, KMTR Book Education

COINCIDENT with the signing of what is believed to be the first contract between a commercial broadcasting station and an educational institution for the broadcasting of non-commercial educational programs, Federal Radio Commissioner Harold A. Lafount issued a statement Nov. 12 calling upon both groups to cooperate in the development of radio as an educational medium.

Announcement was made by the University of California that it had contracted with KPO, San Francisco, and KMTR, Los Angeles, for the broadcasting of daily and weekly educational periods from the institution's campus. Effective Dec. 1, the contracts run for two years, with specific provisions against advertising of any character in the programs. The regents of the University have the right to broadcast half-hour programs between 7 and 9:30 p. m., one day a week, and 15-minute programs daily between 9 a. m. and 5 p. m.

Provision is made that the regents shall maintain program material "of a standard acceptable to the broadcaster" and shall maintain an organization equipped to present such programs in consonance with the requirements of the broadcasters. The program will be in charge of Samuel J. Hume, radio administrator of the university, assisted by Hale Sparks of the Comptroller's Office of the University. The expense will be borne by the Alumni Association, and the programs will be drawn from various departments of the school.

In his statement Mr. Lafount said that for various reasons education has not taken its rightful place in radio, and that broadcasting development has only recently reached the point where education can take advantage of it most fully. Finally, he declared, a technique has been developed, both scientific and otherwise, that offers the teacher a medium which can and should be satisfactorily useful to him.

Branding as both "ill-informed and ill-advised" the great deal of talk about "the monopoly of radio by commercialism," Mr. Lafount emphasized that the air is not sold out. More than twice as much time remains unsold as is used by advertisers, he said.

"This time is at the educators' command. The commercial broadcaster has always been generous in his offers of time and facilities. Sometimes these offers have been laughed at. * * * A station cannot put on programs which will lose its audience through dullness. Public interest must be considered."

Asserting that the educators must learn to adapt their education to radio, Mr. Lafount said this group is realizing more and more that radio will meet them half way if they will come the other half. "Broadcasters cannot teach alone; teachers cannot broadcast alone. There must be cooperation."

Station Separation Cut in New Tables

**Commission's Mileage Scales
Are Adapted to Progress**

TO KEEP abreast of technical improvements both in radio transmission and reception, the engineering division of the Federal Radio Commission has compiled new tables showing the average night and day mileage separation between stations on the same and adjacent channels for recommendation hereafter.

Except in a few instances involving daylight stations, the recommended separations are reduced considerably from present standards. This is on the theory that new engineering requirements of the Commission and increased selectivity of receivers make possible minimum heterodyne and cross talk interference even with reduced geographical separation between stations operating simultaneously on the same channel.

Although the new tables now are applicable only where it is shown that the equipment installed in a station is capable of frequency maintenance within the 50 cycle tolerance, they are being used in connection with all applications which come before the Commission. The tables will fully operate, in so far as the engineering division is concerned, when the 50 cycle tolerance order (General Order 116) becomes effective next June 22. This order specifies that stations shall not deviate in excess of 50 cycles, plus or minus, from their assigned frequencies, whereas the present permissible deviation, except on new or remodeled stations, is 500 cycles.

The recommended separations vary considerably as compared with those worked out by the engineering division in 1930, notably with respect to evening hours. The recommended separation for a station of 1 kw. power, for example, under the old tables, was 1,200 miles if objectionable interference was to be averted. Under the new tables it is 1,050 miles. The old separation for 100-watt stations was 300 miles and is reduced to 200 miles.

Wider Daylight Margins

CLEAR channels are not affected as to night assignments, since there is no duplication during evening hours, authorized under Commission regulations. During daylight, however, the recommended separation is approximately the same, having been 462 miles for a 5 kw. station under the old tables whereas the recommended separation now is 430 miles. For stations of 50 kw. the old separation was 750 miles; this is increased to 810 miles.

Certain separations, particularly during daylight, are greater than were recommended in the old tables. This is because the new tables are based on far more comprehensive readings taken in the field by radio supervisors of the Commerce Department and are based both on field intensity surveys and interference observations.

The new separations are predicated on General Order 116, together with an extensive study

Hercules Turns Poet

THE "WANDERING Poet," anonymous character of WPG, Atlantic City, who draws more fan mail than any other feature over that station, has been revealed. He is none other than Earl Liederman, famous strong-man whose Herculean physique adorns pages in many of the MacFadden magazines. Liederman writes most of his own poems, Norman Reed, program manager of WPG, disclosed at a hearing before the Federal Radio Commission on Nov. 5.

Two Program Weeklies Appear in New York

TWO NEW radio program weeklies have appeared in New York City as part of the definite trend toward the publication of such periodicals in many cities in which the newspapers' listings as regarded as inadequate. New York publishers recently agreed to eliminate all trade names from program schedules although most New York newspapers are continuing to carry listings in fairly complete descriptive form.

"The Radio Forecast" made its initial appearance late in October as a weekly carrying detailed programs of leading stations of the country. Published by the Laros Publishing Co., Easton, Pa., its editorial and advertising offices are in New York City. Its second issue had 48 pages, size 5½ by 8½ inches. F. C. Gibbons is manager.

"The Radio Guide" is the other weekly. It has 16 pages and uses coated paper in tabloid size, featuring programs of stations in the metropolitan area. Former Hearst men are backing it. George D'Utassy, former publisher of Hearst's New York Mirror, is president, and E. M. Alexander, former advertising manager for various New York newspapers, is vice president. The backers include M. L. Annenberg, Hugh E. Murray and Joseph B. Bannon.

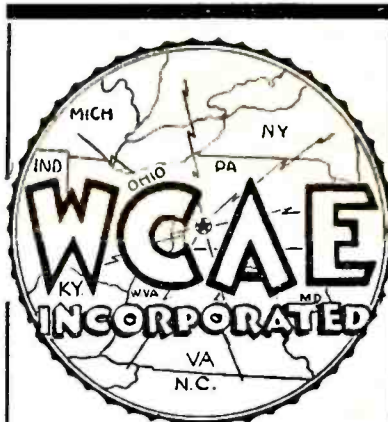
"Radio and Entertainment," a 16-page weekly, made its bow in St. Louis in September, and "Radio Programs and News" in Pittsburgh has gone into 29 editions. All along the Pacific coast there are program magazines.

made by the Commission of receiving characteristics, particularly of the general improvement during the past year of the selectivity of receivers. The tables, it is expected, will be modified from time to time, as improvements are made in radio technique. As stations become more proficient in all-round technical operation and receivers are improved, it is likely that the recommended separations between stations operating simultaneously on the same channel will be reduced accordingly.

The new tables were prepared by Andrew D. Ring, broadcast engineer, who frequently is called upon to testify in the Commission's behalf at hearings involving broadcasting.

Lawrence Talk Pulls Nearly 2,000 Requests

DAVID Lawrence's talk on banking over NBC Oct. 11, pulled nearly 2,000 requests for copies, demonstrating the keen interest of the radio audience in news and the meaning of news. The talk followed closely the recent White House conference on banking and the creation of the National Finance Corporation. Mr. Lawrence attributed the interest in the talk to the fact that it was on top of the news. No special offer was made, nor was there anything in the nature of the speech or its delivery radically different from his regular Sunday night talks on similar subjects.



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Congestion Seen in Television as New Applications are Filed

RCA-Victor and NBC Question Philco Invasion of Bands; "Line of Sight" Transmission Predicted



Elmer W. Pratt

CONGESTION in the bands set aside for experimental television is rapidly developing into a problem for the Federal Radio Commission which may necessitate the enforcement of rigid time-division schedules by experimenters assigned to these bands.

This is becoming more evident as hearings are held before examiners of the Commission on new applications to engage in visual broadcasting experiments. Already several of the score of companies licensed to carry on the experiments are devising methods of blocking the invasion of these bands by other companies which necessarily would curtail their own operating time.

The Commission now has before it the first serious question in this regard, raised by RCA-Victor and NBC at a hearing Nov. 2 on the application of Philadelphia Storage Battery Co. (Philco), for authority to use the 2750-2850 band and the three ultra-high frequency bands for operating tests of its laboratory apparatus. Philo T. Farnsworth, San Francisco and Salt Lake City inventor, is conducting Philco's television experimentation.

RCA, through counsel, did not object to the Philco application, but it did seek to restrict the Philco operations from the frequencies used by its Camden, N. J. stations, at the very outset of its experimental operations. The band of 43000-46000 kilocycles, it was brought out, is used by the Camden plant the equivalent of six full days and three nights a week. Because the distance between Camden and the proposed Philco plant is less than four miles, it was said that interference is inevitable if the stations operate simultaneously.

Counsel Clash

THIS hearing, before Examiner Pratt, was marked by clashes between opposing counsel, in which Commission counsel also figured. Lawyers both for RCA and Philco were on their toes every minute to prevent their expert engineering witnesses from disclosing "confidential information" about their respective visual systems, both of which were said to use cathode ray rather than mechanical scanning. The engineers talked about pictures with definitions of 500 and 600 lines as against the present recognized standard 60 lines and 20 frames per second.

"Line-of-sight" transmission in the ultra-high frequencies, rather than transmission in the lower frequency ranges, was stressed by engineering witnesses for the two companies. Should visual broadcasting evolve in that way, it would mean that a particular transmitter

would serve only the local area from which the apparatus itself would be visible and that there would be no rural or remote service from such centrally located transmitters.

Under questioning by George Porter, assistant general counsel of the Commission, Mr. Farnsworth said that a statement he had made before the Commission a year ago that television could be broadcast on bands 6 or 8 kilocycles wide under a system he had developed has not proved practicable. This statement, Mr. Porter said, had been "broadcast over the land" and thus the idea was spread that the television problem had been solved.

Need Wider Channels

MR. FARNSWORTH declared that channels of much greater width, depending on the quality of pictures produced, are necessary at this time, and that it was "too bad we hadn't worked out the details a little better at that time." Channels of 1,000 kilocycles or even wider were discussed by the engineers, but all agreed that the state of the art is such that no definite estimate can now be made.

W. E. Holland, vice president in charge of engineering of Philco, in opening the case, said his company regarded visual radio as purely experimental, that it proposed no stock selling, and that it has no plans for commercial manufacture of television receivers. T. A. M. Craven, engineering consultant, emphasized the need for further knowledge of the ultra-highs while testifying in favor of the Philco applications.

A. H. Murray, in charge of the research department of RCA-Victor, testified that the RCA group had spent more than \$1,500,000 in experimentation "for television purposes only" and that RCA-Victor in 1931 will have spent about \$300,000 additional in this work. Although efforts were made by Commission counsel to glean information about the RCA experiments, Mr. Murray was prevented by counsel for answering such questions when they involved possible disclosure of confidential information.

Frank W. Wozencraft, counsel for RCA-Victor, said in his opening statement that RCA-Victor welcomed Philco into the experimental field. He added that the company did not object to the application but did desire to safeguard its own experimental operations in the ultra-high bands. Harry C. Butcher, Washington director of CBS, declared his company endorsed the Philco operation, believing that any developments they may make will be a contribution to the visual art.

Others who appeared are: Chas. W. Horn, NBC general engineer, P. J. Hennessey, NBC counsel, and L. F. Jones, RCA-Victor engineer. C. J. Hepburn and Thomas Hart were counsel for Philco.

Rehearing Refused Two N. J. Stations

POLITICAL intervention seeking to have the Federal Radio Commission reconsider its recent decision deleting WNJ, Newark, and WKBO, Jersey City, and awarding their facilities to WHOM, Jersey City, proved of no avail when the Commission Nov. 6 denied motions for rehearing. The vote was 3 to 2, with Commissioners Sykes and LaFont dissenting.

Following motions by the two aggrieved stations, Representatives Lehlbach and Hartley, both New Jersey Republicans, appealed to the Commission to reconsider the action. The latter also visited the White House, at which it is understood he went into the "political aspects" of the Commission's ruling. He threatened a Congressional investigation unless the Commission rectified its action by a rehearing. Mr. Lehlbach, ranking Republican on the House Committee on Merchant Marine and Fisheries, charged with radio legislation, appeared before the Commission in executive session on Nov. 5, the day before it denied the motions.

After the Commission's refusal to reconsider, however, the two stations filed appeals with the Court of Appeals of the District of Columbia. Stay orders restraining the Commission from making the decisions effective, were issued on Nov. 10 by the Court, on motion of George E. Strong, counsel for the stations. The Commission, thereupon, issued temporary license re-

newals to all three stations involved, pending determination of the issues by the court. The stations would have been deleted on Nov. 12 had the Court not intervened.

The three stations, along with WBMS, Hackensack, N. J., share time four ways on 1450 kc., with 250 watts each. The Commission ordered the two stations silent, awarding three-fourths time to WHOM, and permitted the Hackensack station to retain its assignment. In so doing, it approved the recommendation of Examiner Elmer W. Pratt.

The aggrieved stations, in their motions for rehearing, contended that WHOM will need "additional power if it is to serve properly the Jersey City area." Moreover, they said that the successful station had made "certain misrepresentations to the public" as was alleged by Representative Hartley. If the decision of the Commission is not reversed, they charged, community broadcast service would be deprived to more than 100,000 people.

G. E. Engineer Dies

LEWIS TAYLOR ROBINSON, 63, engineer in charge of the general engineering laboratory of the General Electric Company, died of heart disease Nov. 4 at his home in Schenectady. He was one of the best known of electrical engineers and had been in charge of the General Electric laboratories for the past 12 years. Death came suddenly after a slight attack of bronchitis.

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ACTIONS OF THE FEDERAL RADIO COMMISSION

OCTOBER 31 TO NOVEMBER 13 INCLUSIVE

Applications . . .

OCTOBER 31

WGBS, New York City—Modification of CP granted 8-25-31, as to equipment, to extend completion date to 1-15-32, and change studio location from Hotel Lincoln to Ritz Tower.

WBBC, Brooklyn—License to cover CP granted 6-26-31 for changes in equipment.

KGFF, Shawnee, Okla.—License to cover CP granted 10-16-31 for change in equipment.

WRBJ, Hattiesburg, Miss.—Modification of CP to change transmitter and studio from Forrest Hotel to Hattiesburg Hotel.

WJBC, La Salle, Ill.—Modification of license to change hours of operation from sharing with WJBL to unlimited. NEW, Renzia Ortman, Batesville, Ark.—Station on 1500 kc.; returned to applicant for failure to comply with regulations.

W2XAL, Coytesville, N. J.—Modification of CP for change in transmitter location to Boston, Mass., decrease in power to 5 kw. and change in call letter to W1XAL.

NOVEMBER 3

WFLA, St. Petersburg, Fla.—Construction permit to move transmitter locally and to install new transmitter. WCSC, Charleston, S. C.—Modification of license to increase power from 500 w. to 1 kw. amended to request the facilities of stations WDAG and KGRS.

WCHI, Chicago—Modification of license to change hours of operation from sharing with stations WCKY and WJAZ to sharing with WCKY.

WCAJ, Lincoln, Neb.—Modification of license to increase power from 500 w. to 1 kw.

KPO, San Francisco—To determine license power by direct measurement of antenna input.

NOVEMBER 4

WMIL, Brooklyn—CP to change equipment, change frequency from 1500 kc. to 1300 kc., power from 100 w. to 1 kw., and hours of operation from sharing with WWRL, WLBX, WMBQ to sharing with WEVD, WBBR, WHAZ (facilities of WHAP).

NEW, Paris, Ark.—Harry R. Fischer, Ark., for CP to use 1500 kc., 50 w. D.

WROL, Knoxville, Tenn.—CP to move transmitter locally and install new equipment, change power from 100 w. to 250 w. LS.

KSEI, Pocatello, Idaho—CP to change equipment and increase power from 250 w. to 250 w. 500 w. LS.

KIT, Yakima, Wash.—CP to move station locally, install new equipment, and change power from 50 to 100 w.

NOVEMBER 6

NEW, Pittsburgh—John B. Spriggs for CP to use 800 kc., resubmitted amended as to equipment.

NEW, Greenville, S. C.—W. G. Jasper for CP to use 1370 kc., 50 w., D.

NEW, Troy, Ala.—Troy Broadcasting Co. for CP to use 1500 kc., amended as to equipment and street address of station.

KGFX, Pierre, S. D.—Modification of license to change frequency from 580 kc. to 630 kc.

KELW, Burbank, Cal.—CP to make changes in equipment.

KVL, Seattle—To change hours of operation from sharing with KFBL to unlimited.

KFSG, Los Angeles—License to cover CP granted 7-7-31 for changes in equipment.

Applications returned: NEW, Malone Broadcasting Co., Malone, N. Y., CP for a new station on 1250 kc. (Does not comply with G.O. 102). NEW, Progressive Publishing Co., Muscatine, Ia.—CP for a new station on 1170 kc. (Does not comply with G.O. 102). WHBL, Sheboygan, Wis., for increase in hours of operation.

NOVEMBER 7

WCAX, Burlington, Vt.—CP to make changes in equipment, change frequency from 1200 kc. to 1340 kc., and increase power from 100 w. to 250 w. 500 w. LS, increase hours of operation from sharing with WNBX to unlimited.

WBBL, Richmond, Va.—License to cover CP granted 6-17-31 for change in equipment.

WFBC, Knoxville, Tenn.—Voluntary assignment of license to Virgil V. Evans.

WFDV, Rome, Ga.—Modification of license to change frequency from 1310 kc. to 1500 kc., and increase hours of operation, amended to request facilities of WRBJ.

WRBQ, Greenville, Miss.—Modification of CP to extend completion date to 1-27-32.

NOVEMBER 10

WABI, Bangor, Me.—Involuntary assignment of license from Pine Tree Broadcasting Corp.

WTAR-WPOR, Norfolk, Va.—Modification of license to increase power from 500 w. to 1 kw.

WNBR-WGBC, Memphis, Tenn.—License to cover CP issued 10-2-31 for local transmitter move.

WJBY, Gadsden, Ala.—License to cover 3-P-B-1361, issued 5-15-31, for change in equipment and increase power from 50 w. to 100 w.

KGHI, Little Rock, Ark.—Modification of license requesting specified hours of operation—authority to operate less than 12 hours a day.

NEW, Joplin, Mo.—Wharton & Cline for CP to erect a new station (transmitter at Cartersville, Mo.) to use

1420 kc., 100 w., unlimited hours of operation—facilities of WMBH.

WDAG, Amarillo, Tex.—Modification of license to increase hours of operation from sharing with KGRS to unlimited.

KSEI, Pocatello, Idaho—License to cover CP granted 10-2-31 for changes in equipment.

NOVEMBER 11

WCSH, Portland, Me.—Determine license power by direct measurement of antenna input.

WSYB, Rutland, Vt.—CP to move transmitter outside city limits, install new equipment, change frequency from 1500 kc. to 1340 kc., and increase power from 100 to 250 w.

KFUP, Denver—CP application amended to omit increase in hours of operation.

Applications returned: WREN, Lawrence, Kans.—CP to move transmitter: NEW, Superior Broadcasting Co.—CP on 1370 kc; NEW, East St. Louis Daily Journal Co., East St. Louis, Ill.—CP on 900 kc.

NOVEMBER 12

NEW, Sturgis, Mich.—Albert J. Gerardo for CP to use 1260 kc., 15 w., 5 hours a day.

NEW, Muskegon, Mich.—Western Michigan Broadcasting Corp., for CP to use 1500 kc., 100 w., share with WKBZ.

WASH, Grand Rapids—Voluntary assignment of license to Kunsy-Trendle Broadcasting Corp.

NEW, Monroe, La.—Dr. F. P. Cerniglia for CP amended to request 1420 kc., instead of 1310 kc., and to share with WJBO instead of KRMD.

WREN, Lawrence, Kan.—CP to move transmitter to Tonganoxie, Kan., resubmitted.

KSMR, Bakersfield, Cal.—Modification of CP granted 10-23-31, to change frequency from 1200 kc. to 1310 kc.

KFPY, Spokane—Determine license power by direct measurement of antenna input.

Decisions . . .

NOVEMBER 3

WFBC, Altoona, Pa.—Granted CP to install new transmitter.

KGFX, Pierre, S. D.—Granted modification of CP to extend completion date to Dec. 20.

WCAX, Burlington, Vt.—Granted license to remove transmitter and studio locally and change equipment, 1200 kc., 100 w., share with WNBX.

KFUL, Galveston, Tex.—Granted license covering changes in equipment, 1290 kc., 500 w., share with KTSB.

KFFY, Flagstaff, Ariz.—Granted license covering removal of transmitter and studio locally, and installation of new equipment, 1420 kc., 100 w., unlimited time.

W2XF, New York City—NBC granted license, visual broadcasting.

WJKS, Gary, Ind.—Granted renewal of license, 1360 kc., 1KW with additional 250 watts LS, sharing with WGES as follows: WGES, 3/7ths time; WJKS, 4/7ths time. (Issued pursuant to stay orders by Court of Appeals).

Set for Hearing: NEW, C. J. Scott, Beaver Falls, Pa.—Requests CP with 560 kc., 25 w., unlimited time; NEW, The Journal Co., Milwaukee—Requests CP, for special experimental service.

WBZ, Springfield, Mass.—The Commission reconsidered and granted an increase in power from 15 kw. to 25 kw. This station was one of the applicants for 50 kw. in the first zone.

NOVEMBER 6

WAAM, Newark, N. J.—Granted CP to make changes in equipment to conform to G. O.'s 111, 115 and 116.

WLAP, Louisville—Granted CP to make changes in equipment to conform to G. O.'s 111, 115 and 116.

KIT, Yakima, Wash.—Granted CP to change location of transmitter and studio locally in Yakima; install new transmitter and increase power from 50 to 100w.

WLBL, Stevens Point, Wis.—Granted modification of CP to move transmitter from Stevens Point to near Ellis, Wis., and extend completion date to 1-20-32.

KFXD, Nampa, Idaho—Granted modification of CP to extend commencement and completion dates from Aug. 1 to Nov. 1, and from Nov. 1 to Dec. 1, respectively.

WEER, Buffalo, N. Y.—Granted modification of license to use old transmitter as auxiliary.

KFYR, Bismarck, N. D.—Granted modification of license for certain specified hours of operation, unlimited time except 12:30 to 2 P. M. daily, Sunday unlimited.

KWX, St. Louis, Mo.—Granted modification of license to change name from Greater St. Louis Broadcasting Corp. to Thomas Patrick, Inc.

KUT, Austin, Tex.—Granted consent to voluntary assignment of license to KUT Broadcasting Company.

WTFI, Athens, Ga.—Granted license covering installation of new equipment, 1450 kc., 500 w., unlimited time.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

Set for Hearing—NEW, Stewart A. Heigold, Yuma, Ariz.—Requests CP for new station, 1420 kc., 100 w., unlimited time (facilities of KFFY). Also automatic frequency control.

WALR, Zanesville, O.—Hearing cancelled because Zanesville Radio Corporation withdrew application.

NEW, Tate Mountain Estates, Inc., Jasper, Ga.—Denied CP, 3280 kc., 7½ w., because of failure to enter appearance.

Applications dismissed at applicants' request: WCOH, Yonkers, N. Y., modification of license; WDX, Greenville, S. C., CP, 1310 kc., 100 w.; NEW, Wade H. Delinger, Charlotte, N. C., CP, 880 kc., 250 w.; WXYZ, Detroit, CP, 1240 kc., 5 kw.; NEW, Alexander T. Mirante, New Britain, Conn., CP, 1210 kc., 100 w.; NEW, Franz Telewski, New Bergen, N. J., CP, 11000-12000 kcs., 150 w.; NEW, Television Labs, Inc., San Francisco, CP, 2100 kc., 1500 w.; KWCR, Cedar Rapids, Ia., modification of license, 1310 kc., 100 w., dividing with KFGQ only.

WSAI, Cincinnati, (Ex. Rep. 240)—Granted modification of license to increase daytime power from 500 w. to 1 kw., LS, reversing Examiner Hyde; Commissioners Saltzman and Starbuck dissenting.

WFOH, Brooklyn, (Ex. Rep. 243)—Denied modification of license to change frequency from 1400 to 1300 kcs., and use certain specified hours now assigned to WEVD, reversing Examiner Pratt; Commissioners Saltzman and Starbuck dissenting.

NEW, John W. Lieualen, Moscow, Idaho (Ex. Rep. 256)—Denied by default CP for new station to operate on 1420 kc., 100 w., D, sustaining Examiner Walker.

WNJ and WKBO, Newark, and Jersey City—Motion for re-hearing in the matter of WHOM, for modification of their license, denied; Commissioners Sykes and Lafont dissenting.

WELL, Battle Creek, Mich.—After reconsideration application for increase in power from 50 to 100 w. was not granted, and application was set for hearing.

KVOO, Tulsa, Okla.—Permitted to intervene in application of D. R. Wallace for CP to erect station at Tulsa.

NOVEMBER 10

KGEK, Yuma, Col.—Granted CP to make changes in equipment and increase power from 50 to 100 w.

KCRC, Enid, Okla.—Granted modification of CP to extend completion date to Dec. 10.

KPO, San Francisco—Granted authority to determine licensed power by direct measurement of antenna input in compliance with G.O. 115.

WEBQ, Harrisburg, Ill.—Granted authority to install automatic frequency control to conform to G.O. 111, 115 and 116.

WORC-WEPS, Worcester, Mass.—Granted license covering installation of new equipment, 1200 kc., 100 w., unlimited time; also granted authority to determine license power by direct measurement of antenna input.

WKAR, East Lansing, Mich.—Granted license covering changes in equipment, 1040 kc., 1 kw., D.

WTSL, Laurel, Miss.—Granted license covering move of transmitter and studio, 1310 kc., 100 w., share with KRMD.

KSCJ, Sioux City, Ia.—Granted license covering changes in equipment; 1330 kc., 1 kw., night, 2½ kw., LS, share with WTAQ.

WMBH, Joplin, Mo.—Granted license covering changes in equipment, 1420 kc., 100 w., 250 w., LS, unlimited time.

WMBO, Auburn, N. Y.—Granted consent to voluntary assignment of license to WMBO.

WHBU, Anderson, Ind.—Granted consent to voluntary assignment of license to Anderson Broadcasting Corp.

KLRA, Little Rock, Ark.—Granted 30 day extension of CP and test period thereunder.

WABI, Bangor, Me. (Report No. 261)—Remanded to Examiner Walker for additional testimony.

KOB, State College, N. M.—Licensee directed to file application for renewal No. 26. (Facilities have been applied for by KOY, Phoenix, Ariz.).

Set for hearing: WFIW, Hopkinsville, Ky.—Requests CP to increase power to 5 kw. and install new equipment; NEW, Edmund J. Meurer, Mt. Clemens, Mich.—Requests CP, 1500 kc., 100 w., share with WMPC; WJAS, Pittsburgh—Requests CP and moderation of license to install new transmitter and change frequency from 1290 to 920 kc.; NEW, Radio Vision Company, Pittsburgh, and NEW, The WGAR Broadcasting Co., Cuyahoga Heights Village, O.—Request CP for visual broadcasting.

NOVEMBER 13

KGEF, Los Angeles (Ex. Rep. 241)—Ordered removed from the air, overruling Chief Examiner Yost, because of objectionable broadcasts by the Rev. Robert P. Shuler.

WEDH, Erie, Pa. (Ex. Rep. 229)—Denied application for shift in frequency to 940 kc., with increase in power, sustaining Examiner Pratt.

WLBW, Oil City, Pa. (Ex. Rep. 229)—Denied CP to erect transmitter at Erie, Pa., for synchronization with WLBW experimentally, reversing Examiner Pratt.

NEW, Radio Distributing Co., Honolulu (Ex. Rep. 231)—Denied CP for local station on 1420 kc. with 100 w. and unlimited time because of quota restrictions, reversing Chief Examiner Yost.

WJR, Detroit, Mich.—Granted CP to make changes in equipment and increase power to 10 kw.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL, Laurel, Miss., between 5 and 7 p. m. CST, each afternoon during period Nov. 26 to Dec. 25, inclusive. In order to broadcast special educational programs which will be known as "Childrens' Theater of the Air."

WHOM, Jersey City, N. J., WNJ, Newark, and WKBO, Jersey City, N. J.—Granted modified renewal of license extending authority to operate to no later than 3 a. m., EST., May 1, 1932; WNJ and WKBO granted extension of temporary licenses for same period.

WRBJ, Hattiesburg, Miss.—Granted consent to voluntary assignment of CP to W. E. Barclift, F. E. Barclift and P. L. Barclift, d'bs as Hattiesburg Broadcasting Co.; also granted modification of CP to change location of transmitter and studio locally.

WASH, Grand Rapids, Mich.—Granted authority to reduce power from 500 to 350 watts for period of 2 weeks or less, in order to repair generator.

KMCS, Inglewood, Cal.—Granted CP to move transmitter and studio from Inglewood to Los Angeles, and install new transmitter. (Application withdrawn from hearing docket).

WAWZ, Zarepnath, N. J.—Granted authority to remain off the air on Nov. 12, and reduce power from 250 to 100 watts Friday and Saturday Nov. 13 and 14.

The following stations were granted temporary licenses and designated for hearing because they are not operating 12 hours per day: WHBF, Rock Island, Ill.; WOCL, Jamestown, N. Y.; WSAJ, Grove City, Pa.; WSJS, Winston-Salem, N. C.; WTJS, Jackson, Tenn.; KPFL, Dublin, Tex.; KGCU, Mandan, N. D.; KGEZ, Kalispell, Mont.; KGNO, Dodge City, Kans., and KGY, Lacey, Wash.

WGAL, Lancaster, Pa., granted temporary license and designated for hearing because of questions over time-sharing agreement with WRAW.

The following stations were granted temporary licenses pending Commission's decision as result of hearing to be held regarding simultaneous operation in violation of G. O. 105: WFBG, Altoona, Pa., and WJAC, Johnstown, Pa.

WBBZ, Ponca City, Okla., granted temporary license pending hearing and decision with respect to alleged violation of Section 3, G. O. 105, and also to permit investigation with respect to alleged receivership having been created for station.

WCSC, Charleston, S. C.—Hearings ordered on request for modification of license to increase operating power from 500 watts to 1 kw.

KFXY, Flagstaff, Ariz.—Requested to file application for renewal of license through supervisor of district on or before Nov. 28, 1931.

WEBV, Connorsville, Ind.—Granted renewal of license with reduction of time, affirming action taken Nov. 12.

Examiner's Reports . . .

KLRA, Little Rock, Ark.—Recommended for renewal of license by Examiner Walker (Report 273 and Docket 1284 and 1297) with three-fourths time but denial for full time; application of KUOA, Fayetteville, Ark., for renewal of license recommended for grant but denied insofar as it requests equal time with KLRA; recommended also stations enter written agreement for division of hours and file same with Commission.

KGIZ, Grant Park, Mo.—Recommended for renewal of license by Examiner Pratt (Report 275 and Docket 1328) upon failure of Charles Smuck, applicant for KGIZ facilities, to appear for hearing.

WIBG, Elkins Park, Pa.—Recommended for renewal of license by Examiner Hyde (Report 274 and Docket 1360) on failure of Clarence M. Doyle, applicant for WIBG facilities to make showing.

NEW, Indiana's Community Broadcast Corp., Hartford City, Ind.—Application for visual broadcasting and portable station licenses recommended for denial by Chief Examiner Yost (Report 276 and Docket 1368) because of failure to show that awards would serve public interest.

NEW, Pilot Radio & Tube Corp., Lawrence, Mass.—Request for experimental television construction permit to use 2000-2100 kc. and 250 w. recommended for denial by Examiner Pratt (Report 278 and Docket 1346) because of failure to show public interest would be served.

WALR, Zanesville, O.—Applications of Roy W. Fuller and Akron Broadcasting Corp. for voluntary assignment of license recommended for denial by Examiner Walker (Report 277 and Dockets 1175 and 1173). Application of Ohio Broadcasting Corp. for same facilities recommended for denial. Motion of Zanesville Radio Broadcasting Corp. recommended for granting with prejudice.

NEW, Denison Radio Laboratory, Denison, Tex.—Examiner Walker (Report 279 and Docket 1369) recommended denial by default.

WCHI Asks Stay Order

An appeal from the Federal Radio Commission's decision ordering its deletion along with Station WJAZ, Chicago, was filed in the Court of Appeals of the District of Columbia on Nov. 13 by WCHI, Chicago, of the Peoples Pulpit Association. The Commission ordered deletion of the two stations to make possible award of full time to Station WCKY, Covington, Ky., on the 1490 kc. channel which is used four-sevenths time. One-seventh time was vacant, with two Chicago outlets, each of 5,000 watts, assigned one-seventh time each. A stay order was requested by George O. Sutton, attorney for WCHI.

NBC Talent At Childs

NBC ARTISTS Service is now supplying orchestras to two Childs restaurants in New York City. If the plan proves successful, it is said, other restaurants in the chain will be similarly supplied.

Average Network Income

MONTHLY average incomes from time sold by the NBC and CBS networks together from January through August, 1931, was \$2,835,220, which is 36 per cent ahead of the average for the same period of 1930. Their combined monthly average for 1930 as a whole was \$2,234,645. In 1930, the combined incomes of NBC and CBS exceeded \$27,000,000.

Church Group Sues

THE CHURCHILL Evangelistic Association, Inc., Buffalo, which formerly sponsored the Back Home Hour over CBS, has filed suit for \$500,000 damages against that network and the Buffalo Broadcasting Corporation, alleging breach of contract. The damages are sought as compensation for the time the Back Home Hour has been off CBS.

The case grows out of the recent decision of CBS to discontinue all individual religious programs and to broadcast only programs arranged by Protestant, Catholic and Jewish churches on a sustaining basis. The Churchill Association had broadcast the Back Home Hour Sunday nights over CBS with WKBW, Buffalo, which it formerly owned, as the key. When WKBW was sold to the Buffalo Broadcasting Corporation last April, the broadcasts were discontinued.

In addition to the \$500,000 suit, the association seeks an injunction to bar all CBS programs from stations of the Buffalo Broadcasting Corporation until these stations and the CBS restore the Back Home Hour to the coast-to-coast network. It alleges it has a contract whereby its program should be broadcast without charge by the Buffalo station and by 30 stations affiliated with CBS until November of next year.

The decision of CBS to discontinue all sponsored religious programs led to the organization of an independent hookup by Father C. E. Coughlin, of Detroit, for his Golden Hour of the Little Flower programs on Sundays. The only exception to the new policy is that of the Rev. D. G. Barnhouse program from Philadelphia. He has a CBS contract which still has some time to run.

Washington Visitors*

H. K. Carpenter, WPTF, Raleigh, N. C.
Philo T. Farnsworth, W. E. Holland,
Thomas Hart, C. J. Hepburn, Philco Company, Philadelphia.

P. J. Hennessey, Charles W. Horn, NBC, New York.

Loyd Briggs, Frank W. Wozencraft, A. F. Murray and L. F. Jones, RCA, New York.

J. J. Storey, WTAG, Worcester, Mass.

W. G. H. Finch, Hearst radio interests, New York City.

Edwin M. Snence and Norman Reed, Atlantic City, N. J.

Dr. Leon Levy, WCAU, Philadelphia.

The Rev. Henry F. Riley, Joseph F. Deppe and Florence Harrington, WLWL, New York City.

James P. Keirnan and Ray S. Launder, station representatives, New York City.

Earl C. Glade, KSL, Salt Lake City.

Frank Stollenwerck, attorney, Boston.

Stanley Hubbard, KSTP, St. Paul.

Dave Ablowich, Jr., KFPM, Greenville, Tex.

Warren Williamson, Jr., WKBN, Youngstown, O.

D. E. Replogle, Jenkins Television Corp., Passaic, N. J.

L. E. Whittemore, A. T. & T. Co., New York City.

C. B. Johnson and Earl C. Kruger, Sandusky, O.

* A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, October 31, to November 13

Five Years of NBC

(Continued from Page 6)

their duty as citizens. In the presidential campaign of 1928, for the first time, the two major party issues reached the masses of America more intimately than ever before. As a result of network broadcasting, the voters were able to be present vicariously at the national conventions. Later through the voices of political leaders and the nominees themselves, listeners were given a clear picture of the candidates and the campaign issues. This naturally led to a more vital interest in the internal affairs of our government. People were given a new realization of the important part they must play in any nation that is self-governed.

"The third step was spiritual in character. For centuries religious leaders in every land have condemned intolerance. It was freely admitted that much of this came from a lack of understanding of the religious views of others. Through radio's presentation of leaders of every creed, this situation has shown signs of improvement.

Future Holds Much

"COINCIDENT with these developments came educational broadcasting. The national networks reached out and took into their studios the leading thinkers and students of our time. The foremost authorities on matters secular spoke into the microphone to the people of the entire country.

"Science, art, social economics, business, industry and statesmanship were discussed before gigantic unseen audiences. Descriptions of current and sport events were broadcast. What has been done in all of these fields is only an indication of what is to follow. We are just on the threshold of increased achievements in radio broadcasting.

"Since the beginning of time, the mystery of what is beyond the horizon has always held the intense interest of men. Some of our greatest audiences have been those who listened in during the international broadcasts. At first these broadcasts were only partially successful. They were not clear, and static interfered.

"Our engineers working with unceasing energy have performed wonders in the past two years. These imperfections practically have been ironed out; and, working in cooperation with broadcasting organizations in all parts of the globe, we have brought to the ears of the American listener the words of the most important figures in the world. Persons in this country have heard rulers, both spiritual and temporal, statesmen, philosophers, scientists, educators and musicians from the four corners of the earth. These broadcasts are slowly but certainly bringing to us a better understanding of the kind of people there are 'beyond the horizon,' a better understanding of their aims and ideals, their hopes and fears, and their feelings toward us.

"It is here that radio's greatest potentiality is found. For I believe that as these broadcasts are continued, the time will come when the accumulated universal undersanding will produce universal peace.

"In a little more than a year, much of Radio City will be completed. The NBC with its offices will occupy some half million square feet in the central 66-story building. With Radio-Keith-Orpheum and the possibility that the Metropolitan Opera Company will become a factor in Radio City, NBC will have the facilities of coordinating all forms of entertainment for the benefit of the entire nation."

LATEST reports from New Zealand are to the effect that on the expiration of the New Zealand Broadcasting Company's license at the end of this year the Dominion's broadcasting service will be placed under the control of a body almost identical with the British Broadcasting Corp. The board, to comprise a chairman and four other members, will take over the existing stations at Auckland, Wellington, Christchurch and Dunedin. Relay stations probably will be erected in country towns.

NEWS NOTES

From Foreign Lands

THREE more 100 kw. stations at Kiev, Minsk and Sverdlovsk and 14 more 10 kw. stations at as many more strategic points in the Soviet Union are to be completed by the end of 1932 under orders of the Council of People's Commissars. Russian authorities also plan the erection of a Radio Center in Moscow to conduct scientific researches on a large scale.

A NEWS dispatch from Mexico City on Nov. 8 reported that alleged armed Communists swept into the studios of XEW, Mexico City, and started to berate the government on the radio. They were on the air about 15 minutes before police arrived.

BECAUSE of depressed conditions, funds for the continuance of OAX, Lima, Peru, which ordinarily came from surplus earnings accruing from the operations of mails and telegraphs, have not been forthcoming of late. The station has been operated by the Marconi Wireless & Telegraph Co., which is concessionaire of the Peruvian government for handling mails and telegraphs. According to a Department of Commerce report from Julian D. Smith, commercial attaché at Lima, the Philips Company of Holland has petitioned the Peruvian government to allow it to operate the station as a commercial enterprise, promising that it will levy no charges upon the State.

DURING the recent elections, the British Broadcasting Corporation authorized 10 fixed periods between Oct. 13 and 24 for speeches by the various candidates and their party spokesmen.

STARTING Oct. 15, the British Broadcasting Corporation began a regular Thursday night half hour series of television transmissions, carrying the visual signals on the Daventry long wave station and the sound accompaniment on the London regional wave length. Jack Payne and his BBC dance orchestra were the first to be televised. This replaces the former twice weekly television transmissions from the Baird studios.

LUXEMBOURG'S new 100 kw. broadcasting station, over which sponsored programs will be carried for reception throughout continental Europe, has been revealed in the French Journal Officiel as coming under the absolute control of France, according to Wireless World of London. For a time there was suspicion that the station, which will be supported by advertising, was being promoted by American or British interests. It will be directed by M. Fernandez, who has just received the grade of Officer of the Legion of Honor from the French government.

APPARATUS said to eliminate fading has been invented by K. E. Ylander, Swedish engineer, after six years of research and experimentation. Described as a fading compensator, the device is attached to the receiver set, and is of very simple construction. It seems to

have "definitely solved the fading problem" states a report to the Commerce Department from Stockholm. The device was recently demonstrated at a meeting of radio experts, engineers and telegraph officers and successfully tested on programs broadcast by distant foreign stations.

THERE'S a newspaper-radio fight going on in Argentina, according to reports. During a protest program against attacks in the Argentina press directed at radio advertising, the officials of one station imposed a solemn five minutes' silence as a "gesture of protest against criticisms they have been subjected to."

Saerchinger Arranges CBS Relays to Europe

EUROPE will soon hear a special schedule of CBS programs transmitted to London via Transatlantic telephone and thence relayed to France, Austria, Czechoslovakia, Hungary and possibly Italy, through arrangements completed by Cesar Saerchinger, CBS London representative who is now visiting this country.

A concert of the New York Philharmonic will be broadcast Nov. 29. An all-star program of diversified American features will be broadcast Dec. 18. On Feb. 12, Europe will hear from CBS a program of American spirituals. CBS is also considering the possibility of having Frederic William Wile, its Washington political analyst, speak to Europe in English and German on a regular schedule.

Dr. DeForest Objects

Dr. Lee DeForest, pioneer radio inventor, was billed as honor guest in Los Angeles at a radio ball on November 2, the eleventh anniversary of public broadcast. Proceeds were to go to the city employees' fund for aiding the unemployed and all of the local broadcasters sent talent in abundance. But the distinguished scientist, on arriving at the hall, found a kiltie band waiting to escort him to the rostrum. Dr. DeForest objected to what he termed the "circus atmosphere" of the reception, objected to hearing commercially sponsored transcriptions over a nearby loud speaker, and promptly departed for home without greeting the assemblage or making a speech.

WMCA Scoops Press

RADIO is scooping the New York City daily newspapers on city dramatic criticism. Bide Dudley, formerly of the Evening World and recently of the World-Telegram, is reviewing dramatic performances and airing his views immediately thereafter over WMCA, New York City. For the benefit of those who cannot hear him at midnight, Dudley repeats his reviews the following afternoon over the same station. The feature was started on Oct. 26.

Appeal Urges Parley of National Advertisers

A PROPOSAL that a representative group of the advertising industry ask the Federal Trade Commission to call a trade conference on advertising and selling "to formulate a code of standards and practices and to devise a method of enforcement" was made by Joseph H. Appel, chairman of the executive board of the John Wanamaker store, New York, at a recent meeting of the Advertising Council of the Chicago Association of Commerce.

Among the groups he suggested should be invited to the national conference is the radio advertisers. Four means of improving advertising were suggested: (1) through the affiliated Better Business Bureaus; (2) through the various associations of organized advertising, national and local; (3) through the various trade industries and associations using advertising, and (4) through censorship by newspapers and periodicals.

While discussing published advertising exclusively, Mr. Appel assailed the "misuse of advertising" in the retail field. He denounced exaggerated and misleading advertising together with under-selling "baits."

European Trend Toward High Power Apparent in Score of New Stations

Range of Transmitters is From 60 to 150 kw.; England and Germany Lead in Receivers

THE DEFINITE trend toward high power broadcasting in Europe is reflected in reports that at least a score of new stations are being built or are planned with power ranging from 60 to 150 kw.

Latest advices from the International Radio Union at Geneva state that Germany alone has under construction one station of 150 kw. and five others of 75 kw. each. Great Britain is contemplating five 70 kw. stations to replace existing low-power or wire-synchronized outlets, and an 80 kw. station under construction in Ireland will go on the air during 1932 or 1933.

In Vienna a 132 kw. station to operate on 581 kc., is under construction and will be on the air next year. Czechoslovakia has built a new station at Liblice to operate with variable power from 60 to 120 kw., and it now is on the air experimentally. Three Finnish stations, at Lahti, Viipuri, and Helsinki have been increased greatly in power during the past two years, but their rated output is not reported.

France has just opened a new station at Paris with variable power from 100 to 120 kw., replacing the Clichy station. In December another Paris station with 60 kw. will go on the air.

Germany's new high power allocations will become entirely effective next July. The new 150 kw. station at Leipzig, assigned to 770 kw. will begin operation in April, 1932, as will a new 25 kw. outlet at Frankfurt. The other stations, each of 75 kw., are located at Munich, Langenberg, Berlin, Hamburg and Breslau. They will take

Rule Incidental Records Need No Announcement

USE OF electrical transcriptions or phonograph records to furnish studio programs with sound effects, atmosphere or program signatures do not come within the terms of the order requiring announcement of recorded programs, the Federal Radio Commission has decided. Such a ruling was contained in a memorandum from the Commission to William D. Terrell, Director of Radio, Department of Commerce, and was approved by the Commission June 26. It reads as follows:

"Please be advised that the Commission has interpreted General Order No. 78 to exclude from its terms the use of electrical transcriptions or phonograph records which are merely introductory or an/or incidental to the main programs, consisting of very brief announcements, sound effects, atmosphere, or as signature of the station signing on or off."

Television in Canada

CONSTRUCTION of the first Canadian television station has been started at Montreal, Quebec. It will be owned and operated by the French Newspaper, La Presse. Armondo Conto, engineer of the Western Television Corporation, Chicago, is directly in charge of erecting the station.

the air between next December and July.

Latvia is building a new 35 kw. station at Madona, to go on the air next year, and a second at Kuldiga of the same power to begin operation in 1933. Italy is building a new short wave broadcasting station at Trieste with 15 kw. output.

Lithuania has a new 25 kw. station under construction at Kaunas, to replace the existing station next year. Morocco is building a 6 kw. station to go on the air in December, and another of 15 to 20 kw. to begin operation in 1933.

A short wave broadcasting station of 60 kw., and a long wave station of 20 kw. are being constructed in The Netherlands, and are scheduled for completion in May, 1932. Yugoslavia hopes to have completed within two years a new 7.5 kw. station at Skoplje, as well as three low power stations in other areas.

With approximately 3,800,000 registrations each, Great Britain and Germany lead all other European nations in the number of radio receiving set licenses issued, according to latest figures from Geneva. Great Britain had issued 3,844,102 licenses up to last August and Germany 3,719,594 up to the end of June.

Receiving set licenses issued by other continental nations are: Denmark, 456,500; Austria, 450,272; Czechoslovakia, 336,045; Italy, 206,105; Belgium, 167,500; Switzerland, 123,611; Netherlands, 122,413; Norway, 95,555; Rumania, 60,163; Latvia, 41,910; Yugoslavia, 30,398; Estonia, 14,464; Lithuania, 11,763, and Morocco, 3,000.

If You Sell » » » »

TIME
UBES
ALENT
RANSMITTERS
RANSCRIPTIONS

*In Fact---If You Have a Sales Message
To the Radio Industry*

PUT IT IN PRINT

———— In ————

BROADCASTING



THE NEWS MAGAZINE OF THE FIFTH ESTATE

=====

IT'S COMPLETE COVERAGE OF THE BROADCAST INDUSTRY

Is your assurance of reaching the man who buys Time—Tubes—Talent—
Transmitters—Transcriptions and all other appurtenances to radio.

NATIONAL PRESS BLDG.

WASHINGTON, D. C.

On Cooperation With Advertising Agencies

(Continued from page 13)

to us that an Open Time bureau be established in New York, with perhaps a companion office in Chicago, where all needful data about stations, their programs and time units open, could be collected and made available to advertising agents. This certainly would be a great convenience to us, would give us a reliable and adequate picture of available time, and it should be very helpful to all stations, which would no longer have to rely on time brokers to relay this data.

Weekly reports on standard blanks could be made to the Bureau, with telegraphic corrections from day to day. Each station could be represented by a large chart showing every program by hours with time open and other needed data. Agents might then see for themselves at any time the whole field of station schedules in the office and project their broadcasts accordingly. A staff could answer inquiries by letter or wire. The whole undertaking would not be expensive, perhaps \$25,000 a year, at least to start with, and it would save the broadcasters a much larger sum.

The Four A's will be glad to assist the stations in building a bureau of this kind and might sponsor it. Financial support should come from them, as it would be essentially a representation cost. Spread among a sufficient number, the burden would be light. I understand that a single half hour broadcasting charge for all stations would aggregate \$31,000. Of course, the Four A's could not afford to have any hand in a project of this sort unless a substantial number of stations agreed to support it over a period of time.

Radio Will Grow

RADIO, in my opinion, is going to grow. Its technique will be greatly improved and its scope widely expanded, as synchronization and other means open up new wave bands and admit more advertising. But radio growth should be in co-operation with other media and not in opposition to them. This is a point of view perhaps more urgently needed by newspapers than by broadcasters. They should welcome radio as a cooperative factor. An immense amount of newspaper lineage has been created and stimulated by radio, especially in the case of large broadcasters like American Tobacco and Palmolive, whose newspaper campaigns have tremendously expanded. Innumerable cases could be cited, I believe, where radio broadcasting has doubled the returns from newspapers and magazines. The best results appear to come from a cooperative use of media, the printed word backed by the ear appeal, the one supporting and reinforcing the other.

I have been very much interested in a recent study made by Dr. Elder of the Massachusetts Institute of Technology for the Columbia

System, which seems to indicate to a remarkable degree the indirect selling influence of radio. Apparently there is a marked increase in radio advertised brands in radio homes, compared with non-radio homes and brands not advertised by radio. The study is not definitely conclusive; such studies never are; but there is enough evidence to be reassuring.

Sounds Warning

Radio advertising has become a young giant. It has grown as no other medium ever grew in a short period of time. It has captured the popular imagination. But we must bear in mind that the novelty will wear off, even the novelty of television in its turn, and the medium should plan its future with that expectation in mind. It is bound to become a work-a-day medium, like all the others, and have to hold its own on that basis. I don't mean that it will not exceed all others in entertaining value, and always do so, but its freshness of appeal will depend upon what is said and heard on the air. Broadcasters can not afford to become stereotyped in their programs.

The creative resources of music and drama must be searched for new and old ideas adaptable to modern taste; the whole world of musical thought and feeling must be drafted for suitable offerings. And commercial credits must be held within bounds; they can be bold and above board, but not obstructive or out of key. They should be handled with the skill of a showman, made a part of the show. Many broadcasters feel that advertisers and their agents have been too aggressive in this respect, have introduced too much commercial flavor into radio entertainment. Perhaps we have.

We are so accustomed to selling goods through the printed word that we are prone to forget that the ear appeal is quite a different medium and not to be handled in any obstructive way.

Radio is new to us. We are rapidly learning its technique—the way to please and entertain as a goodwill maker. Agencies are developing in their own staffs radio sense, technicians, studios and departments to perfect their use of entertainment in commerce without undue commercial flavor.

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT
BROADCASTING OVER

WMAL
Washington, D. C.

500 Watts • 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

Broadcasters should feel the effect of this soon, as soon, in fact, as we emerge from the present period of fierce competition and the lowered standards which result from it. Radio can not help but suffer with all other media from the relentless battle for business now going on. Better days are coming and more restrained business methods.

These are joint problems for both agents and stations to deal with. Between us we must make and keep radio an intriguing medium, always fresh and always new. The advertising agent, I feel sure, is going to contribute his full share towards attractive programs and at the same time so relate them to the client's commercial need as to garner for him a full return from radio broadcasting. The more closely we work together, for the good of the medium and for the profit of advertisers, the safer it will be. The fewer intermediaries between us, the better.

Increase Granted WSAI

AN INCREASE in daytime power from 500 watts to 1 kw. was authorized for WSAI, Cincinnati, on Nov. 6 in a decision by the Federal Radio Commission reversing the recommendation of Examiner R. H. Hyde (Report 240). Chairman Saltzman and Commissioner Starbuck dissented. The increase was granted despite the finding by Examiner Hyde that granting of the application would cause interference with WHBD, Mount Orab, O., operating on a channel 20 kc. removed from WSAI.

Presenting RADIO'S SHOW WINDOW

First Section opens week
November 16th

The Market-place

• at the Cross Roads
of Radio.

Manufacturers!

Take your goods to market—reach the users who all visit the Capital—Permanent exhibition of transmitting, studio, sound and photo-electric equipment—in the same building with the Federal Radio Commission—the focal point of Radio.

Visitors!

Make the Exhibition your headquarters while in Washington.

For further particulars

National Radio Equipment Exhibition

National Press Building
Washington, D. C.



A Typical Audience at WNAX Yankton, South Dakota

THIS LARGE CROWD OF PEOPLE

An almost continual stream of people flows into our auditorium daily from the homes of our listeners. In our primary coverage are 163,622 families. Our secondary or "Very Good" coverage includes 922,419 families.

Place your SPOT ADVERTISING with us and reach directly this responsive audience.

Every fall 150,000 folks are our guests at our Annual Festival.

Electrically transcribed programs are broadcast with Western Electric equipment, both 70 and 33 1/3 r.p.m.

If you are interested in reaching the tremendous buying power of North and South Dakota, Western Minnesota, Northwestern Iowa, and Northern Nebraska, your logical medium is

Radio Station WNAX Yankton, So. Dak.
570 Kilocycles

RCA Victor Broadcast Transmitters



RCA Victor Model 50-B—Fifty Kilowatt Transmitter at WEAF

majority of the nation's prominent stations use RCA Victor Broadcast transmitting Equipment. A list of the RCA Victor Model 50-B Fifty Kilowatt transmitters (the finest broadcast transmitter ever built) reads like a roll call of the elite. WTIC Hartford, WTAM Cleveland, WEAH New York, WFAA Dallas, WOAI San Antonio, KFI Los Angeles, WENR Chicago,

and WJZ New York are proud of their Model 50-B's. WGY Schenectady, KDKA Pittsburgh, and WBZA Boston boast similar equipment designed and built by the same engineers. Thus *eleven of fourteen existing fifty kilowatt transmitters have been built and installed by engineers of the RCA Victor Company, Inc., and its associated companies.* The RCA

Victor Company, Inc., also offers broadcast transmitters of 100 watts, 100/250 watts, 1 kilowatt and 5 kilowatts as well as speech input equipment, police transmitters and receivers, and power radiotrons. The same workmanship and design which have made for the Model 50-B Transmitter a national reputation are incorporated in all this equipment.



RCA Victor Company, Inc.

“RADIO HEADQUARTERS”

Engineering Products Division

Camden, N. J.

KWK Time-Teller Novel and Profitable

(Continued from page 11)

tor, for example, 6,000 more calls were received than the week before.

As now constituted, the service requires 12 carefully selected and carefully trained operators, 22 trunk lines and a reserve of 30 additional lines which can be put into service on a few hours' notice. It has its own manager, Newton Rucker, an assistant manager, and an advertising sales corps, including, it may be interesting to note, one saleswoman. It has its own suite in the KWK studios on the ninth floor of Hotel Chase.

Its success from the advertisers' viewpoint is demonstrated by the fact that, although their initial subscriptions were on 30 day trial contracts, nearly all of them now deal with the Time Teller Department on six-month contracts. The advantage to an advertiser in having his slogan or a brief, bright sales message conveyed to a guaranteed 4,500 persons a month speaks for itself. And the effectiveness of the service as a friend-maker for a broadcasting station which devotes particular attention to its appeal as a community institution is equally obvious. From that standpoint it would be a profitable venture even at a money loss.

Success Secret

THE PHYSICAL installation is not expensive, but the initial cost of personnel is considerable in both money and infinite pains. Success depends to an incredible degree upon the personal element. No care is too great, no tact too exquisite, in selecting and training the young ladies who must put over a winning telephone personality in a six-second message, and the task of polishing, of improving, of adding a touch here and smoothing out a rough spot there, is never finished.

The mere matter of arranging shifts is by no means simple. The peak load falls between 7 and 9 o'clock in the morning. Another rush begins at 4 o'clock in the afternoon, when "Marge" and her thousands of sister-housekeepers roll in from the bridge party or rouse from the afternoon siesta and wonder if it's time to start dinner for the lesser half. It continues until 6 o'clock, which may indicate that a number of them get home or wake up pretty late. From that hour until midnight the load on the Time Teller switchboard gradually diminishes, but the calls continue at the rate of one every four minutes to two every minute until 7 o'clock, when they leap up to one every two seconds.

To provide the maximum force at the peak hours the staff has been divided so that five operators are on duty between 6.30 and 10 o'clock in the morning and between 4.30 and 6 in the afternoon; three between 10 in the morning and 4 in the afternoon and from 6.30 to 11. One girl can take care of the switchboard for the hours between midnight and dawn.

This suggests another theoretical difficulty; how can the operators avoid delays due to persons who want to talk back or simply feel lonely? That trouble was obviated from the outset—broadcasting in advance that all one did was call the number and listen; it was no use to talk to the operator because she could not hear a word. As a matter of fact, the operators have headphones, but they do not listen in, at the infrequent instances when someone does speak; they go right on through their regular announcement and disconnect the call when it's ended.

Properly conveyed, under circumstances which evoke the concentrated attention of persons who have called Delmar 4040 in the knowledge that the advertiser's message would be delivered and then the correct time, this service has a unique advertising value, which is in proportion to the immediate attractiveness of the message. It is inestimable when it is something he wants to hear; a special sale, an attractive price, for example, such as Mr. Gorly's dozen gladioli delivered for a quarter (the example was taken from the actual list which the Time Tellers have before them to "broadcast" in rotation). The service is definitely helpful to the advertiser definitely helpful to the public, definitely a public service to listeners of the station and by the station.

Road Talk Scheduled

THE AMERICAN Road Builders' Association has arranged for the broadcasting of three talks advocating highway expansion by 40 independent stations which cover the United States and Hawaii. The programs were scheduled for November 10 and 24 and December 8. Speakers include public officials in various parts of the country.

W8XK Aids Churches

WESTINGHOUSE's short wave station, W8XK, auxiliary of KDKA, Pittsburgh, has enlarged its service of broadcasting messages abroad to include communications to missionaries of the Evangelical Lutheran Church and the Presbyterian Church. The station has long been transmitting messages to explorers and dwellers of the arctic and sub-arctic regions.

One-Tube Radio

WILLIAM L. EDISON, 51 years old, son of the noted inventor, is ready to begin manufacturing a one-tube radio receiving set if he obtains the necessary capital from his father's estate, it was revealed when announcement of the late inventor's will was made. He has been working on the set, which is designed to do the work of a multiple tube receiver, for some time. Mr. Edison lives in a modest home in the restricted residential section of Westover Hills, N. J.

K·M·B·C

**"First—
in the Heart
of America"**

**Now
Becomes
a Key
Station
of the
Columbia
Network**

**Adding—
Prestige
Listener
Interest
Value**



**Midland
Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.**



**MORE BUSINESS
For Broadcasters
With These Invaluable Books!**

RADIO IN ADVERTISING

By ORRIN E. DUNLAP, JR.
Radio Editor, New York Times

This practical manual explains in detail how to sell more goods by radio. Methods of the most successful broadcasters, agencies, radio stations—choosing programs, writing radio copy, merchandising, measuring results, finding the right circulation, the right artists, etc., are given.

"A wealth of information. A complete history of what we know today about broadcasting, and an immense amount of evidence to show sponsors how to get the most out of their radio investment."—*Boston Transcript*.

"A highly valuable guide. Stuffed with facts."—*New York Times*. \$5.00

RADIO AND ITS FUTURE

Edited by MARTIN CODEL

Answers all the questions of the what, why and how of radio.

An invaluable statement by 29 acknowledged leaders, including David Sarnoff, M. H. Aylesworth, Roy S. Durstine, J. G. Harbord, Lee DeForest and others, of the development of broadcasting, television, short waves, telephony, government regulation—every angle of the radio industry.

"The most complete book of this type I have ever seen."—*H. P. Davis, Vice-Pres. Westinghouse Electric Co.*

"A fine piece of work—comprehensive—authoritative—enables the layman to understand radio."—*I. E. Robinson, former chairman, Federal Radio Commission*. \$4.00

FREE EXAMINATION COUPON

HARPER & BROTHERS

49 East 33rd Street, New York, N. Y.

Please send me _____ cop. of

☐ RADIO IN ADVERTISING—\$5.00

☐ RADIO AND ITS FUTURE—\$4.00

☐ I will remit \$_____ in 10 days or return book(s).

☐ Check enclosed.

☐ Send C.O.D.

Name _____

Address _____

City _____ State _____

Business Connection _____

(Please fill in)

FOX Denied Request for Facilities of WEVD

ACCORD with its action of the previous week renewing the license of WEVD, New York City, of the CBS Memorial Radio Fund, the Federal Radio Commission on Nov. 10 denied the application of WFOX, Brooklyn, for the facilities of the CBS station. Chairman Saltzman and Commissioner Starbuck, who proposed renewal of WEVD's license, dissented.

WFOX, operated by the Paramount Broadcasting Corporation, had requested a change in frequency from 1400 to 1300 kc. and change in time from sharing with CGU, WLTH and WBBC, all of Brooklyn, to certain hours now assigned WEVD. Examiner Elmer Pratt took testimony in both the WEVD and WFOX cases, and recommended (Report 243) that the FOX application be granted if the Commission sustained his previous finding that WEVD be continued. He was reversed in both cases, however, the Commission having decided by majority vote that WEVD is rendering a distinctive public service and that it had taken necessary steps to avert future violations of technical regulations.

STATION WLTH, with studios in Brooklyn, has opened a New York radio on Second Avenue, where a majority of Jewish actors and orchestra leaders congregate. Sam Ellert, owner, will make his headquarters there. An elaborate inaugural program was broadcast on Oct. 21 with four orchestras and prominent Yiddish actors.

Not Today, Maurice

BOB KAUFMAN, of KELW, Burbank, Cal., was reported to have aspirations to feature Maurice Chevalier until one day he mentioned the matter to Manager Lazarus of the Publix-Paramount theaters, Los Angeles. Upon being told that the French idol might be obtained for a single appearance for \$10,000, Kaufman replied: "Take the station; it's yours."

Doubtful Songs, Gags Barred by WBZ-WBZA

A CAMPAIGN against questionable songs and quips has been inaugurated by John L. Clark, program director of WBZ-WBZA, Boston-Springfield, in an order to his announcers, production men, dance band maestros and others having to do with the station's programs.

Contending that some radio programs are tending towards the obscenity found in many modern plays, books and films, Mr. Clark holds that radio, which enters millions of homes, must be purged of all that is unwholesome. He says: "The danger is not in instrumental sounds, except unskilled jazz that wrecks the nerves. The danger lurks, like a slow insidious poison, in the lyrics of songs."

Gags with a double meaning and sexy songs are the object of the director's particular attack. "The time has come," he asserts, "when those who guide the program destinies of radio stations must keep a sharp watch."

STATIONS » » » »

Here's your chance for more
Christmas Business

Just Released

SANTA CLAUS

A daily feature consisting of a series of twenty 15-minute programs for release December 1st.

Your local merchants will gladly sponsor this colorful Christmas series, of *Santa Claus*, in his workshop at the North Pole.

The Time is Short—

Wire, Write or Phone for
Full Particulars

Me.
N. H.
Vt.
Mass.
R. I.
Conn.
N. Y.



Pa.
N. J.
Del.
Md.
Va.
W. Va.
D. C.

EASTERN DISTRIBUTORS
Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

Station

WOR

Newark, New Jersey

▼ **Acceptance** by the listeners of the Greater New Jersey and New York metropolitan area due to carefully conceived individual programs.

BAMBERGER BROADCASTING SERVICE . INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY • New York City

The Other Fellow's Viewpoint . . .

To the Editor of BROADCASTING: The recommendation made at the Detroit Convention of the National Association of Broadcasters should be heeded by every broadcasting station in the country. Stations at the present time, and the majority rules, are not making any effort to make radio advertising campaigns effective. They do not give the merchandising tie-up any thought and as a result many potential radio advertisers are actually scared away.

While rate-cutting may have something to do with the present antagonism toward radio advertising, it does not compare in the least with the lack of cooperation on the part of the majority of stations. Consequently we hear this cry in many stations: "Well in our town the newspaper is fighting us and the advertisers want time for nothing."

Well, that may be the case, but the reason so many broadcasters say the newspapers are fighting them is because the newspaper is giving the advertiser some sort of cooperation and assistance, while the station gives none. Perhaps at this time it might be well to mention that many stations do not give their programs any thought. If they play phonograph records, well no thought is given to the programs.

Mind you, this statement applies to a great many stations. Wonderful programs can be produced with phonograph records, but when the station staff takes no interest in what they are doing, except the weekly pay check, then potential radio advertisers are going to be scarce.

The time has come for a complete housecleaning in many radio stations. The time has come when advertisers are going to expect and look for some sort of cooperation from the radio station—and if it is not forthcoming then all the rate cutting in the world will not increase radio advertising.

Sooner or later the powers-to-be-in-radio will learn that they must take a step forward—and do it. Not talk about it.

One certain producer of electrical transcriptions has realized that he can increase the effectiveness of his productions by giving the stations merchandising assistance. This producer has contacted several hundred stations in the past year and he made this remark to the writer: "The sooner that radio stations realize that they must give the advertiser some real merchandising assistance the better it will be for the industry as a whole." That one statement should be taken to heart.

Now just to show what can be done this transcription producer will issue with his next series one of the most elaborate merchandising books ever issued in the broadcasting profession. This book will contain suggested continuity for every transcription, suggestions as to whom each transcription can be sold, suggested advertisements for the advertiser to use in the local papers, window trims, suggestions

that the salesmen can use in selling the transcriptions and so on. This book will be one of the first distinct attempts on the part of a firm supplying transcriptions to render some aid to the station.

Perhaps the reason that so little merchandising cooperation is being given radio advertisers is because those in control of the station activities do not know how to give it. So many stations are controlled by men who know broadcasting, yet they do not know a thing about merchandising and advertising.

They have what many people call a one-track mind. They cannot see anything else but running the station. And too often this condition is a detriment to the success of the station.

When men with a merchandising and advertising sense are controlling the activities of the station, it is showing a real profit instead of a loss, as so many stations now do. While some of the loss may be traced to rate-cutting, it is my opinion, as an outsider, that the real fault lies in the failure to give the advertiser the kind of cooperation that will really help him and prove to him that radio advertising pays.

The NAB deserves the thanks of every radio advertiser for depreciating the lack of cooperation that tends to make radio advertising campaigns effective. And when station managers and commercial

managers realize that the hand writing on the wall means something, then radio advertising will reach the plane it deserves.

P. W. LAMPERTINE.

Advertising Manager,
The Greater Boston Store,
Peoria, Ill., Nov. 5, 1931.

Celebrities Interviewed By Reporter On WGAL

"AIR INTERVIEWS" is a local feature of unusual interest on WGAL, Lancaster, Pa. When a celebrity comes to town, he is invited to participate in an actual interview with a representative of the Lancaster Newspapers, Inc., of which WGAL is a subsidiary. Instead of going to the train, hotel or theater, the reporter asks his questions and receives his answers before a WGAL mike. Then the interview is published in one of the daily newspapers.

Among the prominent persons who have been interviewed in this manner are "Red" Grange, Howard Thurston, Grant Withers, "Peaches" Browning, Billy Sunday and "Sonny Boy" Davey Lee.

Refuses Court Broadcast

JUDGE Leo Aggeler, of the Los Angeles municipal court on Nov. 7 refused to allow a broadcast of trial proceedings in his court. Defense counsel had asked permission for the radio. The case, a jury trial, was for 10 alleged radical sympathizers accused of disturbing the peace during a "Red" demonstration the night of Oct. 20.

IS YOURS a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNAC, WBEN, WDO, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WGAO.

USG Specializes in Studio Design

Sound Absorption

Acoustone
Acousteel
Sabinite "A"
Sabinite 38

Sound Insulation

Floors
Ceilings
Walls
Doors

Machinery Isolation

USG



Send for Complete Information

UNITED STATES GYPSUM COMPANY

302 W. ADAMS STREET
Chicago, Illinois.

• LARGER AUDIENCE

- A strong carrier and high percentage modulation provide the necessary coverage. Audience, however, requires more than "punch."
- Audience demands quality also.

- The same equipment which gives coverage will usually get audience, if properly adjusted.

- A frequency response and wave form analysis by a trained engineer, employing adequate instrument equipment will determine definitely whether the quality of transmission is such as to attract audience.

- The intelligent planning of future improvements requires such an analysis.

- Advertisers have the right to know whether an independent survey shows proper technical performance. Sales resistance may be decreased if such assurance can be given.

- The Radio Research Co., Inc., offers a complete independent engineering service to broadcast stations. A primary object of this service is to point the way towards the most effective use of the station's existing facilities.

- Correspondence is treated confidentially and promptly.

Radio
Research
Company, Inc.
1204 Irving Street N. E.
Washington, D. C.



IT DOES ITS
SPECIAL JOB
EVERY DAY—
A 50 KILOWATT
RADIO
TELEPHONE
TRANSMITTER
BY
WESTERN RADIO
ENGINEERING CO.

Broadcasting Equipment Built to Meet Your Special Requirements

WHEN special problems of broadcasting must be solved by special apparatus that is just when WESTERN RADIO ENGINEERING COMPANY engineering experts can do the most for you. ⚙ Standard stock does not always meet all essential requirements. WESTERN RADIO specializes in manufacturing apparatus to do the difficult job in each unusual instance. ⚙ In addition to building transmitters ranging from small 100 watt to huge 100 kilowatt models, WESTERN RADIO produces all kinds of equipment for studios and transmitters and manufactures replacements and special apparatus especially designed to give the greatest efficiency to each transmitting plant. ⚙ Transmitters manufactured by WESTERN RADIO give maximum efficiency because they have a frequency response practically flat from 30 to 10,000 cycles. ⚙ Every WESTERN RADIO transmitter includes the very latest development in frequency control, maintaining the assigned frequency with less than a 3 cycle variation. ⚙ WESTERN RADIO police transmitters are famous for unusual reliability. ⚙ The name WESTERN RADIO ENGINEERING COMPANY on any piece of broadcasting equipment is an assurance of excellence in workmanship and maximum efficiency in operation. ⚙ Write for detailed information relative to any type of transmitter or broadcasting apparatus.

LABORATORIES AND GENERAL SALES OFFICES

94 West Third St., St. Paul, Minn.

WESTERN RADIO ENGINEERING CO.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ATLANTIC CITY

A CITY OF HOMES IN ADDITION TO ITS
 « « FAMOUS HOTELS AND BOARDWALK » »

WPG

5000 WATTS

CLEARED NATIONAL
 CHANNEL

Its 1200 Hotels (majority radio equipped in room or lobby) entertain 15 million visitors yearly, a modern city houses its permanent residents, with a large purchasing power. Atlantic City has no slums. Atlantic City has an assessed valuation of \$300,000,000.

MARKET DATA

Local Coverage

Population	256,193
Families	62,486
Radio Sets	28,539
Radio Listeners	88,470
Residence Telephones	25,461
Passenger Automobiles	49,413
Bank Deposits	\$127,875,000

Good Coverage

Population	10,086,918
Families	2,460,223
Radio Sets	1,094,947
Radio Listeners	3,394,336
Residence Telephones	975,329
Passenger Automobiles	1,416,974
Bank Deposits	\$5,841,079,000

WPG

Dominates this rich territory with an intense coverage in a fifty mile radius, consisting of Atlantic, Cape May, Cumberland, Burlington, Salem and Ocean Counties, in addition to an overspill audience on the Atlantic Seacoast from Maine to Florida.

*No other broadcast transmitter
 within 60 miles*



"KING NEPTUNE," whose voice is heard exclusively thru WPG and Columbia Broadcasting System: the only station broadcasting regularly the breaking of the waves.

When picking your broadcast media, select one that is quick to respond—an ideal proving ground—WPG

WPG BROADCASTING CORPORATION

STUDIOS LOCATED DIRECTLY ON THE FAMOUS BOARDWALK
 ATLANTIC CITY

Operated by the COLUMBIA BROADCASTING SYSTEM

BROADCASTING

Published Semi-Monthly • Vol. 1 No. 4 WASHINGTON, D. C., DECEMBER 1, 1931 • \$3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION **WOR** NEWARK • NJ
★

★ **Get Your Proper Share of Business**

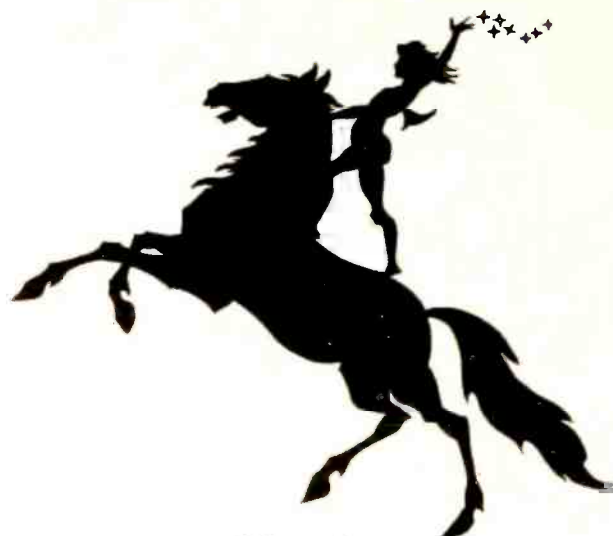
by bringing your message to approximately one-fourth of the radio listeners of the United States, in the most highly concentrated center of population in the world.

★ **Station WOR** serves the greater metropolitan New Jersey and New York territories.

**BAMBERGER BROADCASTING SERVICE
INCORPORATED**

NEWARK • NEW JERSEY

New York Office: 1440 BROADWAY • New York City



Silhouettes Upon the Ether

OUT OF THE FAMOUS BELL LABORATORIES after six years of experiment, comes a vast improvement to broadcasting by electrical transcription: *Western Electric Noiseless Recording*. This new method, now offered to advertisers and advertising agencies as part of World Broadcasting System's facilities for nation-wide spot broadcasting, brings a richness and distinction to broadcasting that lifts these special programs completely out of the rank and file. It doubles the musical range and eliminates all extraneous surface noises—brilliantly silhouetting the program on the ether! *l l l*

America's leading advertisers are using what is now America's outstanding method of broadcasting. Among these are Chevrolet Motor Company, Vick Chemical Company, Drug, Inc., Life Savers, Inc., John H. Woodbury, Inc., Maxwell House Coffee, Remington Rand, Inc., Phillips' Dental Cream.

l l l While this method is fresh and new there is added value. The World Broadcasting System will gladly advise the station and time at which these programs may be heard in every part of the country. Ask for booklet SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building

50 West 57th St., New York



SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto 6-242 General Motors Building, Detroit 333 N. Michigan Avenue, Chicago Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

THE GREATEST IN THE ENTERTAINMENT FIELD

are affiliated with

NBC ARTISTS SERVICE

GEORGE ENGLES, Managing Director



THE GREATEST CONCERT ARTISTS

among 105 are—

Paderewski
John Charles Thomas
Walter Damrosch
Schumann-Heink

Zimbalist
Levitzi
Florence Austral
Kochanski

Gigli
Josef Lhevinne
Giannini
Supervia

THE GREATEST RADIO PERFORMERS

among 250 are—

Amos 'n' Andy
Seth Parker
Phil Cook
Floyd Gibbons

Graham McNamee
The Revelers
Russ Columbo
Sisters of the Skillet

Rudy Vallee
Paul Whiteman
Vincent Lopez
Gene and Glenn

THE GREATEST IN WORLD AFFAIRS

among 40 making lecture tours are—

Irvin S. Cobb
Sir Hubert Wilkins
Deems Taylor

Dr. S. Parkes Cadman
Frank A. Arnold

Lowell Thomas
Grantland Rice
Carveth Wells

« « « » » »

NEW YORK—711 Fifth Avenue
CHICAGO—Merchandise Mart

SAN FRANCISCO—111 Sutter St.
PORTLAND, ORE.—Public Service Bldg.

Shilkret Novelties[★]

*The Greatest Series of Electrical Transcriptions ever
produced under the masterly direction of
Nathaniel Shilkret himself*

A month ago, we announced this new series of personally directed broadcasts as an ideal 15-minute or half-hour presentation for commercial sponsorship.

So favorable has been the reaction to this offer, and so immediate the response that not many good territories remain open where the broadcast rights for this series can be secured.

"Shilkret Novelties" are outstanding—not only from a talent point of view, but also from an economical point of view. For the stars, orchestras and showmanship behind many of radio's most successful programs are combined in this series of presentations. Programs ordinarily beyond the reach of both station and advertiser are here in "Shilkret Novelties." Wire immediately for open territories and complete details.

★ Released exclusively through Scott Howe Bowen, Inc.

SCOTT HOWE BOWEN, Inc.
Chrysler Building, New York City

Chicago
Wrigley Bldg.

Detroit
Fisher Bldg.

Kansas City
1016 Baltimore Ave.

Boston
185 Devonshire St.

Omaha
502 Barker Bldg.

San Francisco
865 Mission St.

BROADCASTING

The NEWS MAGAZINE of THE FIFTH ESTATE

OL. 1, NO. 4

WASHINGTON, D. C.

DECEMBER 1, 1931

\$3.00 PER YEAR—15c A COPY

Session of Radio-Minded Congress Nears

By SOL TAISHOFF

Couzens Warns Broadcasters to Cure Advertising Evil; Old Bills to be Reintroduced; Robinson Term Expiring

RESPONSIBILITY for radio legislation during the forthcoming session of Congress will rest with Senator Couzens, of Michigan, Chairman of the Interstate Commerce Committee, and Rep. Davis, of Tennessee, who with the Democrats apparently in control of the House, is probably next Chairman of the Merchant Marine Committee



Representative Davis

introduce a measure forcing the radio industry to contribute \$100,000,000 to the Federal revenue chest. He would have Congress levy a tax of 25 per cent on the gross revenues of all broadcasting stations from the sale of time. A ten per cent tax on retail sales of apparatus, both transmitting and receiving, would make up the balance of the proposed \$100,000,000 radio jack-pot.

But there are really more serious radio spectres that lurk about the spacious corridors of the Capitol and that again will find their way into the House and Senate chambers. One group—the educational faction—is seeking to obtain 15 per cent of the broadcast frequencies, more or less, for accredited educational institutions. They have found a proponent in Senator Fess, Republican, of Ohio, himself a former educator and also chairman of the Republican National Committee.

The other group represents the American Society of Composers, Authors and Publishers, better known as the "Copyright Owners," who would like to have Congress enact legislation giving further protection and strength to the song-writers and publishers. Representative Vestal, Republican, of Indiana, chairman of the House Copyright Committee during the last Congress, is author of the copyright legislation that failed of enactment at the last session.

Both bills were opposed at the last session by the National Association of Broadcasters. They will be reintroduced in the new Congress. Strong efforts will be made by powerfully organized and wealthy groups to force the legislation through.

Six Bills Loom

A CANVASS of radio leaders of both the House and Senate discloses that the following bills having a direct bearing on broadcasting will be introduced during the early days of the session:

1. By Senator Fess, Republican, of Ohio—A bill which would allocate for education, under Federal supervision, 15 per cent of the broadcasting frequencies. The measure will be identical with that introduced at the last session.

2. By Representative Vestal, Republican, Indiana—Reintroduction of a bill to consolidate the copyright measures which died at

to support themselves by advertising—no feasible or reasonable alternative has yet been offered even in Congress.

Robinson Term Expires

WITHIN a few weeks the Senate will consider confirming the appointment of a Federal Radio Commissioner. The two-year term of Commissioner Ira E. Robinson, of West Virginia, expires Feb. 23, and President Hoover must submit his nomination for the post in advance of that date. While there is no assurance that he will be reappointed it is not improbable that he will be. It is no secret, however, that his second zone portfolio is coveted by a number of persons.

Judge Robinson faced stiff opposition two years ago on his reappointment because of his anti-monopoly views and his public utility concept of radio. He was reappointed after Congressional leaders went to the White House and informed President Hoover that unless his name was included the Senate would hold up the entire schedule of five appointments.

The depression itself will be responsible for the introduction of legislation which, were it not preposterous, might be serious. Representative LaGuardia, Republican, of New York City, says he will

for the disturbed economic situation, entailing unemployment relief, new tax schedules, foreign war debts and other problems of major importance, Congress might blunder into the political radio morass camouflaged by these lobbying factions. Some members are already on the warpath, raising alternately the cry of too much commercialism and of monopoly.

To Dip Into Radio

EVEN with the press of economic problems before it, Congress may find time to dip into broadcasting. On the part of the broadcasters, as evidenced by their recent resolutions, it will find them willing and ready to cooperate in framing constructive legislation. Nor are the broadcasters without their friends on Capitol Hill; radio as a campaigning medium is only too valuable to political candidates. They know it for they are regular seekers after favors from the radio people.

And this Congress probably will not be disposed to accede to demands for government ownership, which in the last analysis is what the enemies of present radio want, for many and various reasons. In the absence of a system of taxing radios to support broadcasting, it is necessary for the broadcasters

LEGISLATIVE tom-toms already beating on Capitol Hill are calling into session next week the seventy-second Congress of the United States. To the radio world at large this heralds the renewal of much palaver about radio and more attempts to legislate for American broadcasting.

Events which transpired toward the close of the last session of Congress and during the recess, some aimed at undermining and even destroying the existing radio structure, are responsible for a certain restiveness on the part of broadcasters as the new Congress is about to convene. They are fearful lest Congress yield to the anti-radio campaigns now in swing, and they are not unmindful of the fact that radio is being ogled by a growing Congressional element as a bouncing new political football.

The Congress that convenes Dec. 1 will be more worldly wise on matters of radio than of its predecessors. Outside of a very small group of its members, nevertheless, it knows nothing about the vicissitudes that broadcasting as a business is still encountering. It may be prone to heed the high-sounding phrases voiced by opponents of Radio by the American Plan and to curry political favor from such factions.

The danger is real. Were it not

the last session. Mr. Vestal said the new bill would embody "some"



Commissioner Robinson

of the modifications suggested by the Senate committee after hearing testimony by broadcasters, but he did not indicate that all of the features objectionable to broadcasters would be eliminated.

3. By Senator McNary, Republican, Oregon—A bill amending the Radio Act of 1927 to make it illegal to broadcast lotteries, because newspapers, under the postal laws, are prevented from accepting similar advertising. The form of this bill has not been divulged, but Senator McNary called upon the Federal Radio Commission to draft the proposed legislation. In general, the broadcasters favor some form of legislation along this line.

4. By Senator White, Republican, Maine—A bill to amend the appeals section of the Radio Act of 1927 so that either necessity for procuring construction permits will be repealed or an appeal from decisions of the Commission on construction permits will be made possible.

5. By Senator Couzens, Republican, of Michigan—Reintroduction of the Couzens Bill for the creation of a Federal Commission on Communications to assume the functions of the Radio Commission, the Radio Division of the Department of Commerce and the communications activities of the Interstate Commerce Commission. The measure would also amend in many respects the existing radio law. While, from the regulatory standpoint, this bill is by far the most important piece of radio legislation ever introduced, it is virtually conceded that it cannot complete the legislative gauntlet at the coming session.

6. By Representative LaGuardia, Republican, of New York—A bill to provide for the levying of flat taxes of 25 and 10 per cent, respectively, on gross revenues of broadcasting stations and on sale of receiving and transmitting apparatus in the hope that \$100,000,000 will be derived therefrom for the Federal Treasury.



Representative Lehlbach

Dill and Davis Quiet

UNKNOWN are the plans of such members of Congress as Senator Dill, Democrat, Washington, co-author of the Radio Act, one of the best informed men on radio in Congress; Senator Glenn, Republican, Illinois, and Representative Ewin L. Davis, Democrat, Tennessee, who evidently is slated to become chairman of the House Merchant Marine Committee as successor to the new Senator White, in view of the possibility that the Democrats will organize the House.

Senator Dill and Representative Davis are expected to be very much in the radio legislative picture, though they have not spoken much about radio in recent weeks. The

latter is the author of the Davis equalization amendment, enacted two years ago to require a zone and state equalization of broadcasting facilities.

Senator Glenn declared he has not yet decided whether he will reintroduce his bill which would give labor a full-time assignment on a clear channel with 50 kw. The situation has changed within the year and WCFL, Chicago, is now operating full time on the KJR, Seattle, clear channel. It does not, however, have the maximum power.

Broadcasters are themselves well aware of the wave of resentment



Senator Dill

against excessive advertising. The plaint is heard from every quarter. It has been picked up by reformers as the bludgeon with which to smash the present method of broadcasting, and by competitive advertising media which oppose the alleged inroads of broadcasting.

Congressional leaders and Federal Radio Commissioners now are echoing this cry. By President Hoover, Radio by the American Plan has been proclaimed as the best in the world. But some broadcasters, in a few glaring instances, have overstepped the bounds, and are bringing down the wrath of the public upon the entire industry. Radio's own yardstick was proclaimed at the recent NAB convention: "There is not too much advertising on the air, but there is too much poorly done."

Broadcasters Warned

CONGRESS, as a body, does not want to interfere with radio programs. Some of its key men warn, however, that unless concerted action is taken by the industry, public sentiment may force it to enact some sort of legislation to restrict radio advertising.

Senator Couzens, of Michigan, chairman of the Interstate Commerce Committee, which originates radio legislation in the upper chamber, gives the assurance that nothing tangible will be done about advertising at this session, but cautions that broadcasters had better get together on some self-regulation. Recognized as fearless and outspoken, Senator Couzens predicted that Congress will not be inclined to heed the "propaganda" of the Ventura Free Press and of other minor ones which seek a government monopoly of broadcasting.

"We would have change the whole fundamental structure if we undertook to censor advertising," he said. "As I see it, there is no middle ground, and it is either a question of private operation of broadcasting on a proper basis or of outright government control. I am a consistent listener, and although I am wholly disgusted with the whole broadcasting situation, I confess that some programs are nicely done and the advertising is subtly presented. I do not propose to offer legislation designed to censor advertising, but, if the broadcasters do not eliminate the bad material, the people will make them do it through Congress."

Periodic outbursts of political oratory against this radio evil or that naturally will occur during

the approaching session. Many members on both sides of the Capitol are aroused over local conditions. More than a dozen radio stations have been ordered off the air by the Commission during the year, and more than a dozen Congressmen have heard protests from constituents and are prepared to attack the Commission at the first opportunity.

Freedom of speech and religious tolerance on the air will be certain issues as a result of the Commission's recent removal of KGEF, Los Angeles, and the silencing of its pastor, Rev. Robert P. Shuler. Bishop James Cannon, Jr., Methodist Episcopal Church, South, avowedly plans to make the Shuler case a national political-religious issue.

Politics and WJKS

ANOTHER Radio Commission case apparently having earmarks of politics is that growing out of the Commission's order deleting WIBO and WPCC, Chicago, to make way for WJKS, Gary, Ind., on the 560 kc. channel. The Chicago stations now are operating under stay orders from the Court of Appeals.



Senator White

The case superficially will raise the question of property rights but chiefly will test the validity of the Commission's quota regulations.

The Indiana delegation "consulted" the Commission about the WJKS application, and Mrs. Mabel Walker Willebrandt, former assistant attorney general, was coun-

sel for the Indiana station, owned by Ralph Atlass, of Chicago. The Commission reversed the recommendation of Chief Examiner Ellis A. Yost against granting the WJKS application.



Senator McNary

The Radio Corporation of America anti-trust case, which became a favorite topic in Congress last year, may be due for considerably more agitation.

Committee organizations in the two houses will not be worked out until the new session is under way. At this writing, only one vacancy exists on the Senate Interstate Commerce Committee, and it is possible that Senator White will get the assignment. The House Merchant Marine Committee has two vacancies at this time, and should the Democrats organize the lower body, as seems likely, the makeup of that committee may be changed considerably.

With Senators Dill and White, the upper chamber will have the two best informed men on radio in Congress. Representative Lehlbach is the heir apparent to the Republican radio leadership in the House, but Representative Davis probably will assume the chairmanship of the Merchant Marine Committee if and when the Democrats assume control. Mr. Lehlbach is the ranking Republican member of the Committee. Should the Republicans organize the House, he will become its chairman.

All things considered, though much will be proposed, it is doubtful whether any really important legislation affecting broadcasting will be enacted during the session.

Commission Denies Application of CBS For Washington Booster by 3-to-2 Vote

Grounds for Decision Delayed but Permanency Fear Was Expressed; WJSV Gets Net Account

WITHOUT making known its grounds for decision, the Federal Radio Commission on Nov. 20 denied the application of the CBS for a booster station in Washington to be synchronized with WABC, its New York key, on the latter's clear channel. The vote was 3 to 2, Commissioners Ira E. Robinson and Harold A. Lafount dissenting in favor of the CBS application.

The adverse report was made despite assurances from the network that it desired the 250-watt booster for experimental purposes only and that it had no plan of promoting widespread synchronization.

Later the Commission will make public its statement of facts and grounds for decision. Commissioners indicated when oral arguments were heard that while they realized the application was for an experimental station, they felt the booster in effect would become a permanent station, since service probably would be discontinued over WMAL, Washington, the present CBS outlet. Moreover, the unsettled status of broadcasting tech-

nique and the over-quota status of the District of Columbia were alluded to at the hearing.

Commissioner Lafount submitted a written opinion, favoring the granting of the application as a possible experiment which might demonstrate the practicability of synchronization. He concluded that the experiment should be permitted under rigid conditions and that until its "demonstration" the question of quota should be held in abeyance.

Whether CBS will appeal to the Court of Appeals of the District of Columbia has not been divulged although the network does not seem so disposed. Such an appeal would not be in order until the statement of facts is made public and then the applicant will have 20 days to take such recourse.

WOL, Washington, had opposed the application on the quota grounds. At a hearing on Oct. 10 the Commission was reminded that WOL had been granted an increase in power to 250 watts two years ago but that it had never been assigned a regional frequency.

(Continued on page 84)

Census Bureau Completes Count of Radios

By MARTIN CODEL

Homes With Receivers, 20 Months Ago, Totaled 12,078,345; Present Estimate Embraces More Than Half in U. S.



UNCLE SAM'S census of radio is now complete. It shows that slightly more than two out of every five American homes had radios when the count was

Wm. M. Steuart taken along with the decennial census of population of April 1, 1930. It shows that as of that date, just 20 months ago, the total American radio audience was very nearly 50,000,000.

The exact figures given out by the United States Census Bureau are 12,078,345 families with radios—one set or more—among the 29,401,466 families counted, or 40.3 per cent. With an average of 4.1 persons for each family in the 48 states and the District of Columbia, the total audience can thus be placed at 49,521,214.

That was 20 months ago! Today the figures are appreciably greater—just how much no one can say, though the Radio Manufacturers Association estimates at receiving set sales have run well over 2,500,000 annually in the last few years. The continually large sales of midget sets account for the main for this turnover in the face of the business depression. It may be assumed that most of the 4,000,000 or more new sets sold in the intervening 20 months were initial installations in homes rather than replacements or extra sets.

It is undoubtedly conservative to estimate that the total number of homes with radios in this country today is well over 15,000,000, or substantially more than half. The new set sales and several known inadequacies in the census report make this figure most reasonable. For example, many of the census takers, concerned mainly with the count of heads, are known frequently to have omitted asking the radio question. Then, too, many families, fearful lest the radio census be the forerunner of a set tax such as some foreign countries impose, are known to have replied to the radio question in the negative when their answers should have been affirmative.

Audience Indicator

AT ANY rate, the census of radios furnishes the first real index to audience and audience placement ever made available to broadcast-ers and broadcast advertisers. Despite its belatedness and its inevitable inadequacies, it speaks eloquently of the strong hold radio has taken on the American populace in the space of little more than a decade. More than that, it reveals just where the geographical preponderance of the radio audi-

ence existed and probably still exists. It was compiled under the supervision of William M. Steuart, Director of the Census.

The census is classified by states. The state reports, which have been issued periodically in the last six

months, as fast as the Census Bureau could compile them, and which next year will be issued in booklet form, are classified by counties and cities. Given the service area of any station, it is possible to determine just how many homes had

radios in that service area in April, 1930, and to make a fair estimate of how many have radios today.

As explained by the Census Bureau and in these columns in our issue of October 15, last, the term "family" as used in the census signifies a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table. One person living alone is counted as a family, and at the other extreme

OFFICIAL CENSUS OF RADIO IN AMERICAN HOMES (Complete as Compiled by U. S. Census Bureau)

	No. of Families	Persons Per Family	No. of Families With Radios	Total Audience	Pct. of Families With Radios
NEW ENGLAND	1,987,405	4.1	1,069,347	4,384,322.7	53.8
Maine	198,372	4.0	77,803	311,212.0	39.2
New Hampshire	119,660	3.9	53,111	207,132.9	44.4
Vermont	89,439	4.0	39,913	159,652.0	44.6
Massachusetts	1,024,527	4.1	590,105	2,419,430.5	57.6
Rhode Island	165,811	4.1	94,594	387,835.4	57.0
Connecticut	389,596	4.1	213,821	876,666.1	54.9
MIDDLE ATLANTIC	6,388,913	4.1	3,531,532	14,479,281.2	55.3
New York	3,162,118	4.0	1,829,123	7,316,492.0	57.8
New Jersey	987,616	4.1	625,639	2,565,119.9	63.3
Pennsylvania	2,239,179	4.3	1,076,770	4,630,111.0	48.1
EAST NORTH CENTRAL	6,376,518	4.0	3,201,062	12,804,248.0	50.2
Ohio	1,700,877	3.9	810,767	3,161,991.3	47.7
Indiana	844,463	3.8	351,540	1,335,852.0	41.6
Illinois	1,934,445	3.9	1,075,134	4,193,022.6	55.6
Michigan	1,183,157	4.1	599,196	2,456,703.6	50.6
Wisconsin	713,576	4.1	364,425	1,494,142.5	51.1
WEST NORTH CENTRAL	3,325,674	4.0	1,434,023	5,736,092.0	43.1
Minnesota	608,398	4.2	287,880	1,209,096.0	47.3
Iowa	636,905	3.9	309,327	1,206,375.3	48.6
Missouri	941,821	3.9	352,252	1,373,782.8	37.4
North Dakota	145,382	4.7	59,352	278,954.4	40.8
South Dakota	161,332	4.3	71,361	306,852.3	44.2
Nebraska	343,781	4.0	164,324	657,296.0	47.8
Kansas	488,055	3.9	189,527	739,155.3	38.8
SOUTH ATLANTIC	3,519,476	4.5	668,256	3,007,152.0	19.0
Delaware	59,295	4.0	27,183	108,732.0	45.8
Maryland	386,087	4.2	165,465	694,953.0	42.9
Dist. of Columbia	126,014	3.9	67,880	264,732.0	53.9
Virginia	530,092	4.6	96,569	444,217.4	18.2
West Virginia	374,646	4.6	87,469	402,357.4	23.3
North Carolina	645,245	4.9	72,329	354,412.1	11.2
South Carolina	366,265	4.7	28,007	131,632.9	7.6
Georgia	654,009	4.4	64,908	285,595.2	9.9
Florida	377,823	3.9	58,446	227,939.4	15.5
EAST SOUTH CENTRAL	2,276,750	4.3	279,647	1,202,482.1	12.3
Kentucky	610,288	4.3	111,452	479,243.6	18.3
Tennessee	601,578	4.3	86,229	370,784.7	14.3
Alabama	592,530	4.5	56,491	254,209.5	9.5
Mississippi	472,354	4.3	25,475	109,542.5	5.4
WEST SOUTH CENTRAL	2,874,460	4.2	474,271	1,991,938.2	16.5
Arkansas	439,408	4.2	40,248	169,041.6	9.2
Louisiana	486,424	4.3	54,364	233,765.2	11.2
Oklahoma	565,348	4.2	121,973	512,286.6	21.6
Texas	1,383,280	4.2	257,686	1,082,281.2	18.6
MOUNTAIN	918,708	4.0	283,833	1,135,332.0	30.9
Montana	137,010	3.9	43,809	170,855.1	32.0
Idaho	108,515	4.1	32,869	134,762.9	30.3
Wyoming	57,218	3.9	19,482	75,979.8	34.0
Colorado	268,531	3.9	101,376	395,366.4	37.8
New Mexico	98,820	4.3	11,404	49,037.2	11.5
Arizona	106,630	4.1	19,295	79,109.5	18.1
Utah	116,254	4.4	47,729	210,007.6	41.1
Nevada	25,730	3.5	7,869	27,541.5	30.6
PACIFIC	2,312,242	3.5	1,136,374	3,977,309.0	49.1
Washington	426,019	3.7	180,229	666,847.3	42.3
Oregon	267,690	3.6	116,299	418,676.4	43.4
California	1,618,533	3.5	839,846	2,939,461.0	51.9
UNITED STATES	29,980,146	4.1	12,078,345	49,521,214.5	40.3

all the inmates of an institution, or all the persons living in a boarding house, are ordinarily counted as one.

No account was taken of second sets in the homes, auto radios, office radios and the like in the census count.

The figures tell their own story. BROADCASTING has added one column to the tabulation given out by the Census Bureau—that reckoning total audience, which was compiled by using the figure for the average number of persons per family in each state and geographical unit as the multiplier of the total number of families reporting radios in that state and geographical unit.

Cities Set Pace

IN THE MAIN, it will be noted, that the preponderance of "radioized" families, both as to total and proportion, is to be found in the large population centers. Also, just as broadcasting stations seem to have gravitated toward the larger trading areas, so do radio sets seem to be most numerous in those trading areas. This census, incidentally, should furnish the Federal Radio Commission with an excellent index to public-to-be-served by individual broadcasters, an element which its quota figures and the haphazard growth of broadcasting have not taken into account thus far. It should not be overlooked, however, that the sparsely settled areas of the country deserve as much radio service, if not more, as the thickly inhabited centers, for obvious reasons. This the Commission has sought to provide through strategically located high power stations.

The Middle Atlantic states of New York, Pennsylvania and New Jersey quite naturally lead in the total number of families with radios as well as in the proportion of their homes having radios. Of their 6,388,913 families, 3,531,532 or 55.3 per cent had radios as of April 1, 1930. In totals, New York leads all the states with 1,829,123 of its homes reporting radios; Pennsylvania is second, with 1,076,770; Illinois is a very close third, with 1,075,134. Then follow in order California, Ohio, Michigan, Massachusetts, Wisconsin, Indiana, Missouri, Iowa, Minnesota and Texas.

New Jersey leads all the states in the proportion of its families having radios, with 625,639 of its 987,616 families, or 63.3 per cent. New York is second, with 57.8 per cent; Massachusetts third, with 57.6 per cent; Rhode Island fourth, with 57 per cent; Illinois fifth, with 55.6 per cent; Connecticut sixth, with 54.9 per cent; the District of Columbia seventh, with 53.9 per cent; California eighth, with 51.9 per cent; Wisconsin ninth, with 51.1 per cent; and Michigan tenth, with 50.6 per cent.

At the bottom of the list in total sets is the sparsely settled state of Nevada, with only 7,869 homes with radios, but that figure represents 30.6 per cent of its total homes. At the bottom of the list in the proportion column is Mississippi, with only 5.4 per cent of its homes having radios. The accompanying tabulations tell the whole story of the relative as well as the absolute standings of the respective states.

CBS Radio Count Totals 17,313,000

John Karol Uses Census and 1930-31 Set Sales as Basis

USING the 1930 radio census figures of the U. S. Census Bureau as the base, and carrying them forward to include 1930 and 1931 set sales as estimated by RADIO RETAILING magazine, John Karol, director of market research of CBS, estimates that there are now more than 17,313,000 radio sets in the United States. The Census Bureau's official figure, based on its count of radio-owning families 20 months ago and announced Nov. 30, places the total number of homes with radios on April 1, 1930, at 12,078,345.

About 4,750,000 sets have been sold to homes not previously equipped with any kind of receiver since the census count was made, according to the Karol estimate.

RADIO RETAILING estimated that 2,250,000 radio sets, exclusive of replacements, were bought during the last nine months of 1930, and that an additional 2,500,000 sets were acquired for previously unequipped homes during the first 10 months of 1931. Replacements during the same period in 1930 are estimated at 620,000 sets, and during 1931 until October 31 at about 600,000 sets.

The network's research bureau does not use as high a figure in calculating the potential number of listeners as does the Census Bureau, it is disclosed by the Karol estimate. The bureau uses 4.1 persons as constituting the average size of the family listening to each set. The CBS statistical bureau, however, reduces the figure to three in order to eliminate infants and the dependent aged.

The Census Bureau count shows that the potential audience totalled about 50,000,000 on the basis of 4.1 persons per family. The Karol estimate, however, numbers the potential radio listeners at 52,000,000 for the up-to-the-minute figure of 17,313,000 sets. Had the Census Bureau's 4.1 persons per family been used, the potential audience figure in the network's estimate would have been about 72,000,000 persons.

Canada's Half Million

THE number of radio receiving sets licensed to private owners in Canada as of August 1 was 452,879, according to a report to the U. S. Department of Commerce from Assistant Trade Commissioner Herbert W. Barrett, Ottawa. Toronto leads all Canadian cities in the number of licensed sets, with 68,034. Montreal is second, with 56,072, and Vancouver ranks third with 23,196. That these figures are far from complete is commonly known, many set owners neglecting to pay the \$1 per annum license fee and the government having practically no machinery to enforce collection. Some opinion in Canada has it that the total is well over twice the official figure.

Plans 100-Watt Net

PLANS for a chain of 100-watt stations stretching from El Centro, California, through Washington and over to the border of Idaho, have been formulated by Ben McGlashan, owner of KGfj, Los Angeles. The project calls for connection with each station by land wires and all of the programs originating at KGfj which operates on a 24-hour basis. Wire tolls thus far have been the obstacle to early fulfillment of the idea.

CBS Acquiring WKRC

NEGOTIATIONS practically have been completed for the sale of WKRC, Cincinnati, to CBS. The station is owned jointly by Sam Pickard, CBS vice president, and John Boyd, of Chicago. The purchase price was around \$200,000.

"Printer's Devil"

WJAG, Norfolk, Neb., uses the unique slogan "Home of the Printer's Devil" because it is owned and operated by the Norfolk Daily News.

A.N.P.A. Fails to Renew Radio Attack California Body Urges European System

Broadcasting Topic at Three November Meetings: One Group Asks Government Supervision

THOUGH verbal fireworks assailing radio failed to materialize in any substantial way at the fall convention of the American Newspaper Publishers Association in Los Angeles, Nov. 12 to 14, the meetings of the California Press Association in San Francisco on Nov. 13 and 14 brought forth a resolution favoring "government supervision of all radio programs along the lines followed in continental Europe and a stricter control of the air in the interests of better entertainment for the people."

A few days later the Association of National Advertisers, holding its annual convention in Washington on Nov. 16 to 18, spent one of its sessions discussing the use of radio as an advertising medium. Talks were made by Kenyon Stevenson, of the Armstrong Cork Co., Lancaster, Pa., Benjamin Soby, of the Westinghouse Radio Stations, and Edgar Felix, New York radio consultant.

The A.N.P.A. convention in New York last spring was devoted in large part to bitter attacks upon radio as an advertising medium, but there was considerably more dispassionate regard for radio at the Los Angeles meeting. In fact, attacks upon radio were conspicuous by their absence, although it is understood several elements tried their utmost to bring the subject to the fore.

Weiss Defends Radio

AMONG the speakers on radio were S. R. Winch, business manager of the Portland Oregon Journal, which owns KOIN, Portland. He declared that broadcasting will never replace newspapers as an advertising medium but will remain a supplementary aid. Another speaker was Frank R. Tripp, publisher of the Elmira (N. Y.) Star-Gazette, who discussed the relative merits of newspaper and radio advertising largely on the basis of studies made for the Gannett newspapers.

Mr. Winch's talk evoked from Lewis Allen Weiss, general manager of the Don Lee-CBS network on the Pacific Coast, the retort that "radio has become so well loved by the people, so much a part of the American home and American institutions, that its 'side remarks'—its advertising—stand

fully as good chance of being heard as the advertising pages of any printed medium of being read." Mr. Weiss was particularly provoked at Mr. Winch's reported statement that "radio stations, billboards and other media are side roads, necessary and useful, perhaps, but always side roads."

Two radio talks were on the program of the California Press Association's annual convention in San Francisco. Homer W. Wood, of the Porterville (Cal.) Recorder spoke on "Does the Radio Compete with the Town Newspaper," while E. L. Finley discussed the subject of radio in general and advocated that the United States adopt the European plan of government control.

Termed Luxury

AT THE A. N. A. Washington meeting, the statement was made by William H. Rankin, president of the New York Agency bearing his name, that costs of radio advertising are now so high that it is a "luxury," only the large companies can afford if they want to present high class programs. Mr. Rankin blamed this on the excessive cost of talent, pointing out that radio stars are now demanding as high as \$4,000 an appearance.

It was Mr. Rankin's opinion that radio advertising has served to increase the volume of newspaper advertising and that there should be the closest kind of cooperation between the two media for the most effective results. He said radio advertising should have the background and support of daily newspaper advertising.

Lee H. Bristol, vice president of the Bristol-Myers Co., New York, was reelected president of the A. N. A., and Stuart Peabody of Ward & Co., New York, was reelected vice president. Bernard Lichtenberg, of the Alexander Hamilton Institute, New York, was reelected chairman of the executive committee. The new directors are Paul B. West, of the National Carbon Co., New York; W. B. Griffin, of the International Silver Co., Meriden, Conn.; and W. L. Schaeffer, of the National Tubing Co., Pittsburgh.

Brevity is the Soul of Radio Advertising

By **HERSCHELL HART**
Production Manager of WWJ, Detroit

Single Idea, With News Angle, Declared Most Effective; Salome's Saleswomanship Applied to Broadcasting

MODERN advertisers can learn a lot about selling from Salome, whose success in getting John's head from Herod may be traced to her brevity and singleness of purpose. This writer contends that it is the sponsor who suffers when radio sales talks bore or mislead listeners. Programs should be subtle rather than blatant in their appeal, he says, if the ether medium is to be more than a "one-call" salesman.



HERSCHELL HART

WHEN the light-footed Salome, daughter of Herodias, undertook to sell Herod on the idea that she should have the head of John, she was far too wise to put her whole argument into one broadcast.

Salome was a wise saleswoman; she knew her public. She knew that public appreciated brevity above everything else and brevity she gave him—in the form of seven broadcasts that made him see that Salome had a real argument.

Thus—thousands of years ago—this beautiful daughter of the supposedly sleepy Orient knew an advertising fact that too few radio advertisers know or recognize today. In other words, Salome knew enough not to bore her audience with too much salesmanship at one sitting. All available records indicate that Salome strove to please in ways and that her watchword was brevity and more brevity.

The value of brevity in advertising has not been lost entirely through the centuries. Long ago, the value of white space in newspaper, magazine and bill board advertisements proved its worth. Today, the best printed sales arguments are those held to a few lines of type nestling like gems in a setting of well-conceived color or white space.

Single Idea Plan

THAT fact would seem to indicate that a single fact sinks in, while several facts expressed together only serve to confuse your reader or listener.

Your merchant of quality found

out a long time ago that his window display—surely conceded to be a legitimate form of advertising—profited by brevity. He found packed displays failed to draw discriminating potential purchasers, but that a window centered by a single rich article did attract and did sell.

Advertising, of course, must be considered as a form of salesmanship. The advertisement is the salesman which goes into the homes of possible buyers either between the pages of newspapers and magazines or through the radio loud speaker. The radio advertisement—being vocal—is more like the salesman than the printed word, and, therefore, should be made to abide by the elementary rules laid down for the salesman.

How many sales managers tell their men: "Talk to your prospect as you would talk to a friend—don't talk an arm off him—and don't try to over-sell him."

Pretty good advice, isn't it? Prospects fail to breed much confidence in an article if the seller tries strong-arm methods. The "one call" strong-arm salesman soon loses his value to his firm.

Radio cannot afford to be a "one-call" salesman. Radio is here to stay. It is going into millions of homes each day. It can take into those homes a friendly convincing message or it can take in a vocal bombast of general claims which can only confuse and disgust discriminating listeners. The bombast may sell some goods, but, too often, purchasers find they misunderstood

the blather and that what they have bought is not what they want.

Who suffers most in this latter instance? The purchaser? It is not likely, for he soon forgets the expenditure of his few dollars—but he does not forget the name of that article he purchased and found not to his liking.

Radio?—Hardly! Too many purchasers are finding merchandise they want and like by means of radio.

The sponsor? Yes! If a sponsor makes bombastic claims for a product, the product must be as good as the claims or the confidence of the purchaser is lost. If the sponsor's bombast tires, bores and disgusts, he loses potential purchasers because it is so easy to dial away.

Which, then, is better—to try to use radio to force a product down the throats of people who do not want it and who buy it only once, or to try in a friendly way to create in the minds of the listeners a desire for that product?

The answer is obvious.

Elsewhere I have written that the sponsor of a radio program should strive to permeate the broadcast with the personality of his product. This idea harks back to black and white. If you are advertising heavy machinery, you do not use fine-lined type and delicate borders. If you advertise jewelry or silks, you avoid massive borders and railroad gothic type.

Music and Flowers

IT WOULD seem well to observe the same rule in radio. Fine music

would sell flowers, or fine laces, or jewelry because it, at once, created an atmosphere which caught and held the type of person who buys those things. Such a person is not likely to be interested in hot dance rhythm or in a blood and thunder sketch.

But we must go a step further. A fine program can be ruined easily by the sales talk injected into it. That does not mean, necessarily, that there can be no sales talk. There must be some, of course, because the American audience is not as ready to show its gratitude as are the Chinese, and, therefore, we must sell, but we must do it in a way that will not bore or tire the listeners.

Possibly the worse offenders among the writers of radio program sales talks are those who resort to emphatic generalities. And this brings up another thought. Copy that looks most convincing in print sometimes sounds like "hokey" on the air. Generalities—no matter how thin you slice them—still sound very much like the well-known sausage roll. So, if you are going to insist on calling your product "the finest of its kind" and assure your listeners that "nothing else ever will satisfy them," you can rest assured that out in that great audience of the air—in polite company or not—thousands of lips are unconsciously forming the most expressive but damning word "bologna."

News Style Effective

GRADUALLY radio advertising writers are finding that the most convincing air message is that which smacks of news.

For some time now the A. & P. program has used the news item type of announcement. These items are short and filled with valuable information. If the listener is not interested, he does not have to wait long before the show starts again.

A slightly different system is used by Swift for the Stebbins Boys. A few claims slip in, but most of the sales talk is devoted to creating a desire in the mind of the listener for an especially-prepared slice of ham or bread buttered with Swift's Brookfield. This is accomplished by cleverly worded descriptions of the dishes themselves. Possibly the only thing wrong with the talk is that it comes right at the dinner hour when it has to compete with the delicious, steaming dishes already on the table. How much more effective it would be if the broadcast could come at a time

(Continued on page 32)

A Vicious Fight Against Broadcasting

California Publisher Seeking to Align Newspapers Against American Plan in Bitter Campaign

PROBABLY the most vicious campaign ever levelled against American radio, particularly against broadcasting, is being directed by H. O. Davis, publisher of the Ventura (Cal.) Free Press, an evening newspaper of little more than 5,000 circulation in a community just north of Los Angeles with a population of less than 12,000. It is aimed, apparently, at allying the newspapers of the country against the American Plan of Radio.

Clipsheets, news releases and letters are being mailed regularly to newspaper editors and publishers, abjuring them to join the fight against "monopoly," "commercialism," "propaganda" and what not other high-sounding "menaces" of radio. Facts and opinions, dug out of ancient records or interpreted to convenience from contemporary developments, are being forwarded to the newspaper interests in an effort to make a case against radio and to ally them in a great publicity cause that obviously is aimed at public ownership as the means of getting radio out of the field as an alleged competitor of the press.

Mr. Davis' Letter

BECAUSE BROADCASTING believes that the broadcasters should know what is being done and should take steps to combat this campaign, it publishes herewith the confidential form letter mailed Nov. 2 by Mr. Davis together with the memorandum he sent with it to editors and publishers as a guide for a concerted campaign against radio. The letter reads as follows:

"During the last six weeks we have had a number of letters from publishers asking us to suggest steps they could take, things they could do in their territory to help bring about a *reduction in the volume of offensive radio advertising*. In response to these requests we have prepared a memorandum, copy of which is enclosed. Will you give it a careful reading?

"I am especially anxious to get your opinion concerning the recommendations made in paragraph 11. I believe that if the law required the strict separation of news and entertainment from paid advertising, just as the newspapers have to keep these two classes apart, the public would obtain better programs, less drivel and more uncontaminated entertainment. What are your thoughts on this recommendation?

"Paragraph 5, in my judgment, is very important. Consider it and get in touch with the officers of the local associations.

"We know from experience that it is easy to carry out the recommendations of Paragraph 7. Few publishers know the full extent of the power they can wield. Get after them—and let us know the result. We can use the information in our Washington work this coming winter.

"The more suggestions and criti-

cisms we receive from our fellow publishers, the more effective we can make the campaign for the freedom of the air."

His 16 Points

The memorandum accompanying the letter includes 16 suggestions that Mr. Davis makes to his followers "for the conduct of local campaigns by individual publishers." It follows in full text:

"1. Appoint a member of your staff to handle the campaign, ask for regular reports on its progress and hold him responsible. Everybody's business is nobody's busi-

ness. Considering the amount of free space given to the creation of the radio problem, it is good business and a real public service to use space regularly to correct the condition.

"2. Ridicule the present mixture of radio advertising and entertainment at every possible opportunity. Do it consistently. Watch the broadcasts in your territory. Show up the moronic quality of most programs. Get interviews with all kinds of people who are disgusted with the character of radio programs and annoyed by the constant

(Continued on page 33)

Yankee Network Has Cooperative News Arrangements with New England Press

Carries Bulletins and 25-Word "Headlines" Supplied Willingly by Seven Newspapers

By MARK J. STAPLES
The Yankee Network

IF THERE is any feeling of disension between broadcasting stations and the press in other parts of the country as to their respective rights in the dissemination of news, it is not apparent in certain Eastern cities where both mediums cooperate to their mutual advantage.

No better example of the existing friendly relations between newspaper and non-newspaper-owned radio stations can be offered than the daily broadcasts of the Yankee Network stations in Boston, Providence and Bridgeport where the individual station audiences are served with "red hot" news at half hour intervals by no less than seven leading newspapers.

Teletype machines installed in the newspaper editorial rooms and the radio stations connect the two agencies and make possible the broadcasting of half hourly bulletins on the big news of the minute from both WNAC and WAAB in Boston, key stations of the Yankee Network. In addition, ten 15-minute periods, or two and one half hours daily, are allotted to the newspapers by the two stations for the broadcasting of the important news of the day, both local and international.

The majority of Boston newspaper publishers agree with radio officials that the broadcasting of "spot" news at frequent intervals is an aid rather than a menace to their circulation. While only the vital angles of news items are broadcast it is sufficient to send the listeners out for a paper if interested, besides being a constant reminder that the publication is "alive" and serving its public.

The 15-minute periods of news flashes broadcast direct from specially constructed studios in the newspaper editorial rooms are served WNAC and WAAB audiences on the following schedule:

7:15 a.m.—Boston Record via WNAC.

7:45 a.m.—Boston American via WAAB.

11:00 a.m.—Boston American via WAAB.

12:00 a.m.—Boston Traveler via WNAC.

12:00 noon—Boston American via WAAB.

2:45 p.m.—Boston American via WAAB.

6:00 p.m.—Boston Record via WNAC.

7:00 p.m.—Boston American via WAAB.

11:00 p.m.—Boston Herald via WAAB.

11:15 p.m.—Boston Record via WNAC.

In addition to the above broadcasts the teletype supplies "25-word headlines" which are read on the air with each hour and half-hour cut-in for station identification by the announcer. Thus, all New England is kept constantly in touch with what is new under the sun.

The 25-word headlines are prefixed with a credit line that tells

the listener the newspaper he should buy to obtain complete details. For example: "The Boston Traveler says that the passenger steamer Nantucket, which left Edgartown at 4:45 a.m. for Woods Hole and New Bedford, ran aground in a thick fog on the flats just outside the harbor." Quite naturally friends of those who were known to be passengers on the Nantucket will immediately go to the nearest newsstand to obtain more details through The Traveler. Thus, the teletype indirectly connects the newspaper, through the broadcasting station, with its readers.

These headlines are furnished each station as follows:

8:00 a.m. to 6:00 p.m.—Boston Traveler to WNAC.

8:30 a.m. to 7:00 p.m.—Boston American to WAAB.

6:30 p.m. to 11:00 p.m.—Boston Record to WNAC.

7:30 p.m. to 11:00 p.m.—Boston Herald to WAAB.

One member of the editorial staff of each newspaper is assigned to cull the news events that are fed to the paper from its many channels, and to select the most important events for the radio audience. Having selected the outstanding news item of the hour, this editor or reporter condenses the whole into 25 words which he transmits over the teletype to the radio studios, where it is automatically printed and read by the announcer at the given minute.

The familiar slogan "The News While it is News," is better exemplified through the cooperation of press and radio, and the New England public appreciates what these two mediums are doing to improve their service to both readers and listeners.

In the language of the street it is a "come-on" and not a "give-away" as some less broadminded publishers have contended.

In Providence, WEAN of the Yankee Network, is served in the same manner by the News-Tribune which furnishes both news flashes and teletype bulletins. WICC, Bridgeport, also a member of the Network, is served by two newspapers, the Bridgeport Times-Star and the New Haven Register, both of which provide the listening public with several periods of news flashes during the day and evening.



Ben Hatfield, announcer of WNAC, Boston, and the Yankee Network, broadcasting the half hourly teletype news bulletins furnished by Boston newspapers.

An Ultra Modern Plant for Broadcasting

By DEANE S. KINTNER
WHK, Cleveland

New Home of WHK Replete With Innovations Designed To Make the Most of Programs and Attract Visitors



Harry Howlett

LESS than five years ago Cleveland's pioneer broadcasting station, WHK, occupied one small studio, a smaller reception room, and a more diminutive office, with half a dozen persons comprising its personnel.

Today a staff of nearly 100 is accustoming itself to quarters so magnificent as to be almost dazzling. Twenty thousand visitors passed through the new broadcasting plant during the August opening week, and daily hundreds more continue to inspect the offices, reception and operating rooms, and go through the main studios for special programs.

So cordial have been invitations from WHK to its listeners, and so general their response, that the management has been almost embarrassed to find room for all despite the extent of the new station, atop the new Higbee store in the terminal group on Public Square. Accordingly, tentative plans are under way to present, within a few months, several of the more ambitious broadcasts in the new Higbee auditorium, which will seat 1,500 persons as against the three or four hundred that can be accommodated in Studio A after performers, instruments and microphones are in place.

They Come To See

THE CHIEF reason for the influx of set owners doubtless is the newness and fineness of the sixth home which WHK has occupied since it was founded as amateur station ACS back in 1921. Another cause, almost as important, was the decision to costume such productions

as Seth Parker's Old-fashioned Singing School, Chuckle Hour, Mose Cleveland, etc., so that there may be something to see as well as to hear. And while the television studio, one of six in the new plant, is not used for these staged programs, the staff believes a start has

On either side of an information desk are archways labeled "Offices" and "Studios." These lead into parallel corridors.

Opening off the lobby are the program departments, auditor's office, sales and conference rooms, while the office corridor takes visi-



Studio A, Showing Organ Console and Grille, Control Room Window and Ventilation Inlets and Outlets in Ceiling and Baseboards. Accommodates large Orchestra and Audience of 300 or More.

been made toward visual radio by dressing up the audible variety.

Indeed, the whole new establishment shows evidence of having been planned with a dual purpose—first, that of handling the business of broadcasting efficiently, and second, bringing the listening public into as close and favorable touch with this intriguing business as possible.

During the day, one may enter the WHK plant either through the Terminal Tower, leaving elevators at the thirteenth floor, or through the Higbee Store and a private elevator lobby at the eleventh (top) floor. Thence a winding staircase leads directly to the public reception room.

Visitors who use the Terminal entrance (it alone is available after business hours) find themselves in a large triangular reception lobby.



Eric S. Howlett

tors to working quarters of the three Howlett brothers, who manage the station, and to the haunts of public relations director, chief engineer, continuity writer, etc.—and then to the audition sales room.

Atmosphere of Home

THE LATTER is singled out because of its distinctive character. Designed for presentation of specimen programs to sponsors and agencies, it is fitted with luxurious furniture, electric grate, special loud speaker, etc., to simulate home



M. A. Howlett

atmosphere. Programs come to it usually from Studio C, which has no public observation and is intended primarily as an audition and rehearsal room.

Those who enter the archway labeled "Studios" traverse a lengthy corridor, passing the music library and musicians' lounge (the latter acoustically treated like a studio) and emerge into the large reception room already mentioned as just above the Higbee store elevators.

To the right, beyond the stairs, is a passageway to Studios A, B and C, with observation windows looking into A, which is the show place of the new setup. Finished in ivory, silver and blue, it is of spacious dimensions. The raised control room at the farther end is in turn surmounted by a loft in which pipes of the special Austin organ are located. This is operated from a movable electric console in the studio and from a player attachment which permits use of paper records made by great organists.

Later it will be possible to play this organ from a duplicate console in the Higbee auditorium and to reproduce its tones there through loud speakers behind dummy grilles. Audiences are to be invited to special recitals in both studio and auditorium.

So perfect is sound insulation in the new WHK establishment that a person standing outside one of the observation windows cannot hear anything from within even though full orchestra or organ is being broadcast.

Chiefly responsible for planning and building the new studios and offices was Edward L. Gove, tech-

nical supervisor, who is as much at home in machine shop or draughting room as he is behind a control panel.

At the remote transmitting plant, sectionalized towers of unique construction are so efficient that nearly fifty letters from New Zealand and other remote points are on file, although the power radiated is only 1,000 watts. A complete spare transmitter is available for emergencies.

Long noted for its civic activities, WHK has been particularly successful in a virgin field, that of broadcasting school courses to grade pupils. More than 5,000 of these now listen four times weekly to arithmetic lessons sponsored by the Cleveland Board of Education, and a beginning has just been made in elementary music. Notable also are new liaisons effected with Cleveland College, which offers daily lectures and weekly musical programs, and with Oberlin College, 45 miles distant, which will broadcast programs by faculty and students weekly throughout the year.

This has been accomplished by "floating" construction, as though each studio were a large box slipped inside a slightly larger one, leaving a dead air space between the two. Walls, ceilings and floors are hung on springs, and for the first time the floors are of concrete rather than wood or other light material.

"Acoustone," a gypsum compound in the form of tiles, in various shades, is the treatment used throughout on walls of the studios, corridors and entrance lobbies. This dispenses entirely with drapes or movable devices to control reverberation. Floors of all studios are linoleum tiles laid directly on the concrete.

Conditioned air is supplied to the new quarters through a special system. Not only does this insure the comfort of artists and visitors, but it simplifies the tuning of instruments. This is of most importance in the case of the giant organ, which is adapted to both concert and theater types of rendition. Air enters at the top of each room and is drawn out at the bottom through

tubes that are equipped with sound filters.

Only "dynamic" microphones, so new that they had to be put through the Bell Laboratories model shop on special order, are being used by WHK. In the larger studios these compact instruments are suspended from cables that run through the ceiling to motors operated from the control room. Thus it is possible for an operator to move microphones up or down or sideways by means of piano-wire guys through other ceiling orifices.

An arrangement of this sort facilitates rehearsal of a program, since the director can lead his men through the control room window, listen to their output on a loud speaker there, and, if occasion requires, talk to the musicians through a reversible speaker-microphone setup.

Piping the Programs

OCCUPANTS of each office listen to WHK programs through speakers which are individually controllable as to volume. Most of those used are of the new Rochelle crystal type, and the same devices are scattered throughout the Higbee store, with switches and volume adjustments in the station's master control room.

Elimination of batteries is an innovation in the station, which now

trolled and arranged to switch into main line or channel operation in the same manner as a remote pick-up or CBS feature. Output of the microphones is led to faders of six channels each in the largest two studios and of three channels in the other four. The faders are of special construction, with vertical rather than rotary motion. They can be adjusted very quickly and their position as readily noted.

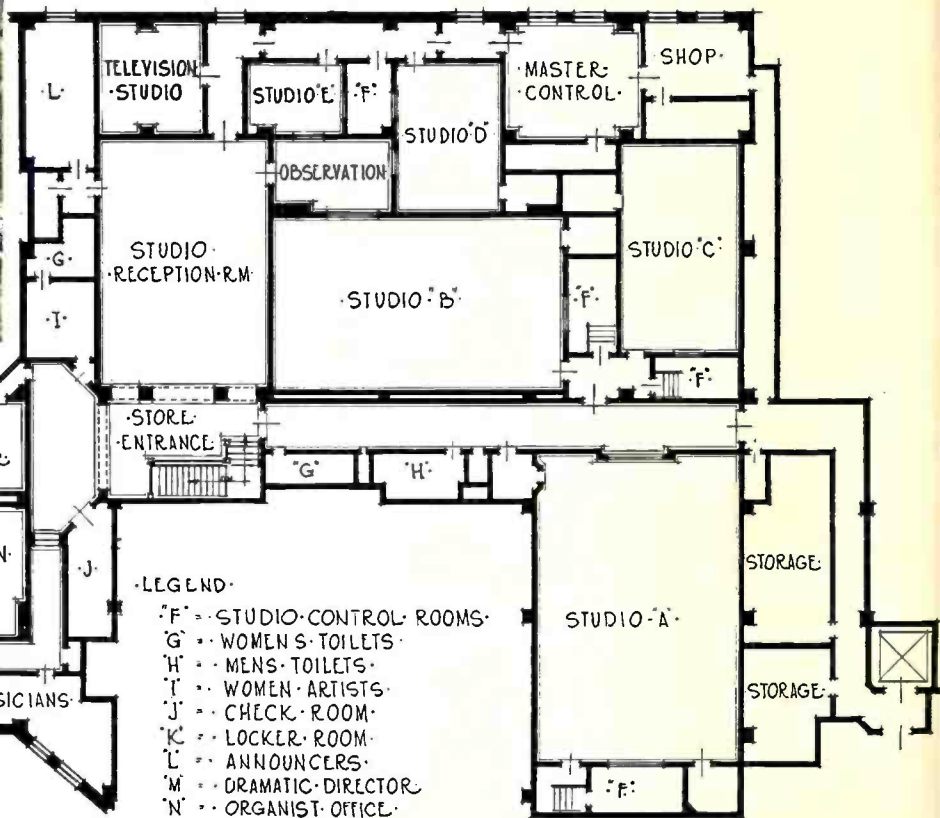
From the faders, progress of the signal current is through a two-tube booster amplifier, to a variable attenuator for gain control, and then to a switch enabling transfer from line operation to audition, or vice versa. The output of all microphones is paralleled to the main control room, so that any studio can be set up and operated from main control, independent of studio control.

All amplifiers have a flat frequency response of from 30 to 10,000 cycles. Combined with improved telephone circuits to the 5,000-watt transmitter south of Cleveland and to the dynamic microphones, they give markedly high quality of output.

Those who study the accompanying floor plan and dimensions will note that all studios conform very closely to the 2-3-5 formula (for height, width and length) which has been worked out by acoustic



Rectifier Panels are at the Left and Audition and Line Amplifiers at Right in this General View of WHK's Master Control Room. The Chief Operator's Desk is in the foreground.



PLAN OF
RADIO STATION WHK
CLEVELAND OHIO
SCALE 0 5 10 15 20 25

claims to be the finest in the world. Originally they were specified as emergency equipment, but since direct as well as alternating current is available a motor-generator set will be used in case the alternating power fails. Switching from one power source to the other is automatic.

Each studio is set up as a separate unit. It is individually con-

engineers as best adapted to reproduction of sound.

All studios, audition, control, reception, observation and announcers' rooms are tied together by a telephone system with automatic call-light signalling equipment. Dials are of special construction to insure silent operation.

The Howlett "trio" is composed
(Continued on page 34)

"What About Television?" One Answer

From a Highly Authoritative and Unprejudiced Source
We Are Told What to Expect in Visual Radio

EDITOR'S Note—Because of the intense interest of broadcasters and advertisers in the prospect of television and because of the high standing of the author and his publication in the radio engineering field, **BROADCASTING** here reprints without further comment excerpts from an article in the November issue of "QST," published by the American Radio Relay League, the national amateur organization.

By **ROSS HULL**
Associate Editor, "QST"

WHY, we wonder, must so many people say so often that television is just around the corner? It may be, for all we know, but the statement annoys us. Corners in any field of scientific development are rare anyway. And when we do find them they are always blunt corners with a bold wide-sweep and a stiff head wind on the far side. Unhappily, many television interests have endeavored to avoid the corner altogether. But in crossing the vacant lot they have found themselves tangled in the heavy underbrush of unsound principles and faulty methods. If we must talk corners when we talk of television let us chant in unison with the rest of them, "Television, nebulous objective of mighty minds, is indeed around the corner." But let us continue, double fortissimo, "But, boy, oh boy, what a corner it be!"

Television as practiced at the present time is well-removed from the field of amateur radio. As an experimental field, it possesses attractions for only a few isolated amateurs sufficiently well-equipped financially to undergo the relatively enormous financial outlays required for really suitable transmitting equipment. Of course, there are many thousands of independent experimental lookers-in, but the art and science of amateur radio always inherently includes the transmitter as well as the receiver, making possible two-way communications. The amateur viewpoint, then, can be safely regarded as sufficiently critical to eliminate the menace of rose-colored unreality.

Visual Workers Divided

THE PRESENT television interests, it now seems, are divided into two camps: those anxious to talk, and those anxious to avoid talking. For this reason, it is not really possible to gain an accurate idea of the status of the art. The most voluble, unfortunately, have the least information to impart. Read a prospectus of almost any one of the television companies now engaged in stock promotion and you will know what we mean.

At least some of the concerns now attempting to commercialize television appear to believe that the public, so long dieted on plain broadcasting, will eagerly swallow

present-day television as a new and absorbing entertainment. Quite possibly they are right. There are other interests, however, desperately eager to delay the arrival announcement of the new entertainment—determined at least to glimpse a solution of these basic problems beforehand. These concerns are the non-talkers. Anxious to prevent a continuance of the premature and pitifully misleading publicity which has characterized television development, they have crawled into their shells. They have work to do. They have inventions to protect. They have nothing to say.

Nevertheless, with rabid dogmatism on one hand and profound secrecy on the other, the formation of opinions is extremely difficult and the disclosing of facts impossible, we have somehow managed to make a very thorough investigation of the "big smoke" and get an adequate glimpse of just what sort of a stew was on the fire.

There is no need to go into the technical details that were uncovered, or even do more than recall to mind the fact that, so far as is possible to determine, all existing television "services" employ for both transmission and reception some form of the scanning disk invented in 1884 by Nipkow, a Russian. This disk, so important a feature of all television equipment of the past, is retained chiefly because its advantages and weaknesses are so closely interlocked. It is much less expensive than any equipment yet produced to displace it; but it is, in essence, a mechanical expedient—a crudity. It is simple in operation but it is limited in performance. It will probably provide the most accessible road to television, but it is a rutted detour strewn with many progress-limiting boulders. For the amateur experimenter the scanning disk unlocks all the fun it ever did. But to the engineer intent on developing commercial television the disk is widely considered to have most of its future behind it. Time alone will tell.

Progress Since 1927

BECAUSE of the ever-present limitation of available channels on the frequency bands now exploited by these same "services," and because the width of the transmitted

frequency band so definitely limits the picture detail, commercial television images are still almost as unsatisfactory as they were in the first public demonstrations of 1927. Sixty-line pictures continue to provide a momentary thrill for the uninitiated, they still reward the amateur experimenter for his efforts, they still point a finger at real television around the corner; but, as at first, they still fail to keep the family at home engrossed in a television program.

This does not mean, however, that progress has not been made in the instances just mentioned. Many creditable contributions have served to improve the effectiveness of transmitter pick-up devices; to enlarge images at the receiving end; to increase their brilliancy. Then, minor improvements in the mechanical and electrical apparatus have simplified the problems of synchronizing and "framing," improved the operation of receiving amplifiers, and increased the reliability of the apparatus in general. It is just a pity that all these developments have been so restricted in their usefulness by the fundamental limitations imposed on any image transmitted electrically with a strictly limited band of frequencies.

Fundamental Problems

LONG before television had started out on its premature and eventful jaunt from the laboratory it had been realized in some technical circles that any conceivable improvements and refinements in the then known systems could not possibly lead the way to truly successful television until two fundamental problems had been solved. It was seen at once that, barring miracles, the detail available in a television image must have a very close relationship to the band of frequencies occupied in its transmission. Since even three or four 10-kilocycle channels (let alone one) proved insufficient for the transmission of well-detailed pictures, it became evident that successful television called either for the opening of some territory where many stations could all have a big slice of frequencies for their own, or for the curtain to be rung up on a scientific near-miracle. Behind all that is Problem I—not insolvable but not solved.

Problem II is concerned with scanning—the process of resolving images into thousands of units and their reassembly at the receiving end in the right sequence and original light values. It is concerned particularly with the displacement of mechanical methods by another more suited to the work.

It is no secret that vigorous laboratory work has resulted in what are probable solutions to both basic problems. The cathode-ray tube has been shown to promise an effective means for scanning. It has every indication of being one logical successor to the scanning disk, free from the inaccuracies, the inconvenience and the speed

limitations of any mechanical device. Then, as a way out of the frequency-band limitation problem, it is proposed to operate in the relatively extensive and almost unoccupied territory above about 40,000 kc., near the 5-meter region. Several powerful transmitters already have been built for the express purpose of transmitting television images in this portion of the frequency spectrum and there seems to be no particular reason why they should not be successful.

But even with these developments it is obvious that television—the entertainment—is not yet here. The cathode-ray tube has been put to work with striking success. It is, though, quite expensive; it is relatively untamed; it has yet to emerge from the tube production plant with a clean card of conduct. From the transmitting angle, it is not certain that the ultra-high frequencies are capable of good service. We know that they afford some elbow room; that they will allow simultaneous operation of transmitters in different cities on the same channels; that they will be free from most of the troubles of selective fading and atmospherics. It is far from certain, however, that even powerful transmitters will provide good signals throughout a city such as New York; that automobile ignition racket will not play havoc with much reception; that the effects of elevator motors and steel-frame buildings will not ruin the rest.

What We May Expect

BUT THIS does not mean that all is lost. In two or three months it is probable that important conclusions will be reached concerning these particular problems. At that time it should be much less difficult to make a prediction of television's future. Should everything go smoothly it seems likely that within two years many cities will have their ultra-high frequency television transmitters raining programs from high and centrally located buildings. Spectators able to afford the receiving equipment and willing to give their full attention to a small green and black image will be able to follow programs originating in studios attached to the transmitting stations. Wire linkage of many stations throughout the country (even the transmission of events outside the station) probably will still be impractical because of the limitations of wire lines in carrying high frequency currents. Images, however, will be beautifully detailed. With perhaps 240 lines to the picture there will be little danger of mistaking the soprano for her poodle.

Of course, something may come along to upset all this. Television may be quite thoroughly commercialized in 12 months and it may be nothing like the thing we have visualized. Our guess is only based on a glance into the stew-pot. Though there was a big fire in the stove the cooks were still without a recipe book.

To get back to earth we might say that television of the moment is an intriguing and utterly absorbing field for the experimenter. It is a profound and pregnant problem for the laboratory. It is a field with obviously limitless commercial possibilities. But as entertainment for the masses it is, we believe, around the corner. It *still* is!

Construction Permits for High Power Stations Set Forth Rigid Restrictions

Appeals Now in Order by Aggrieved Applicants;
Licenses of WLS, WENR and WGN Restored

CONSTRUCTION permits based on the terms of the decisions reached in the high power case were sent Nov. 17 to the 16 stations which were granted power increases to 50 kw. and 25 kw. by the Federal Radio Commission. Appeals may be taken by aggrieved applicants within 20 days from that date. Thought is being given to a consolidated appeal by practically all of the aggrieved stations, attacking the validity of General Order 42, as amended.

Supplementing its statement of facts and grounds for decision, made public Nov. 13, the Commission in the permits imposed rigid conditions on the successful applicants. The awards of 50 kw. grants to nine stations and 25 kw. permits to seven stations are enumerated together with specific orders of denial covering the rejected applications.

Simultaneously, the Commission authorized the issuance of regular licenses to supersede the temporary licenses previously issued to WLS, WENR and WGN, Chicago, because other stations had attached their assignments and were directly involved in the high power case. The applications of WTMJ, Milwaukee, which attacked WLS and WENR, and of WCFL, Chicago, which sought the facilities of WGN—were denied outright by the Commission.

The terms and conditions placed on the successful applicants are as follows:

"1. The period for which this construction permit shall be valid and remain in force is six months, upon the expiration of which time all construction herein authorized shall be completed.

"2. The construction period shall commence thirty (30) days from the date hereof, but such provision shall not prevent the commencement of construction herein authorized anytime before said date and after the issuance of this permit.

"3. All permittees shall submit to the Commission within 30 days after commencement of the construction period, data for approval showing the proposed site of the transmitter.

"4. All permittees shall submit for approval within 30 days after commencement of the period a description of the equipment to be installed.

"5. Within 60 days from the commencement of the construction period satisfactory evidence shall be furnished the Commission that order has been placed for the transmitter, equipment, or parts, whatever the case may be, and the date on which delivery is to be made.

"6. Within four months from the commencement of the construction period, verified statement shall be filed showing the progress of the installation to date.

"And it is further ordered that the Secretary be, and he is hereby, authorized and instructed to insert in each construction permit to be

issued in accordance with the decision of the Commission, in the above-entitled matters, the following express condition which is hereby made a part of the authorization to be so issued:

"The failure to comply with any of the above conditions with respect to reports on progress of construction or the submission of data with respect thereto within the time limited, or such extension thereof as the Commission may grant upon proper showing, shall result in an automatic forfeiture of this permit."

Appeals Mark Set As Courts Differ

Legal Snarl Created as WCHI Obtains Stay in Chicago

CLIMAXED by an apparent conflict between Federal appellate courts in Washington and Chicago, appeals from orders of the Federal Radio Commission during the last two weeks established a record in numbers if not in importance.

WCHI, Chicago, of the People's Pulpit Association, ordered deleted by the Commission along with WJAZ, Chicago, to make way on the 1490 kc. channel for WCKY, Covington, Ky., obtained a temporary injunction from the Circuit Court of Appeals in Chicago after the District of Columbia Court of Appeals had denied it a stay order. Although doubt exists as to the jurisdiction of the Chicago Court, this legal snarl remains to be ironed out. As things now stand, the Covington station holds a license for full-time operation on 1490 kc., while WCHI is authorized to broadcast on the same channel under court injunction.

The view is held in some legal quarters that the Chicago court has utterly no authority in the case, and that it must vacate its order. The Commission has not been officially served with the papers, and all concerned seem at this writing to be at a loss as to how the case actually stands.

All told, four stations were doomed to go off the air Nov. 21, but two of them succeeded in obtaining court stays. In addition to WCHI, Station WMBA, Newport, R. I., obtained an eleventh hour stay order from the Court of Appeals of the District of Columbia after it had been ordered off the air by the Commission for violation of regulations. WJAZ, of the Zenith Radio Corporation, and WIBR, Steubenville, O., however, did not seek nor obtain court relief, and were stricken from the lists.

The Rev. Robert P. Shuler, owner of KGEF, Los Angeles, plans to appeal from the Commission's decision deleting that station for failure to serve the public interest. A stay order probably will be sought to restrain the Commission from making its decision operative during the pendency of

Fame Came Easily

THE ROAD to fame for "Ginger Boys" of KOIL, Council Bluffs, was an easy one. Hardly out of their 'teens, the boys wandered into the studio a few weeks ago and apologetically asked for an audition. According to Helen Berry, musical director, they uncorked a brand of "hot" vocal trio arrangement, the like of which seldom has been heard on the air, and immediately they began attracting fan mail and telephone calls. They are Bob Farley, Harry Geil and Lester Wiederman.

the litigation, although the station has been off the air since Nov. 13.

Raising the issue of free speech on the air, the Shuler case has stirred up considerable controversy. Counsel for the station have been in Washington perfecting plans for an appeal. Mr. Shuler himself, through Los Angeles newspapers, has bitterly criticized the Commission, as well as the Court of Appeals, which he threatened to have "investigated." Some expect to see the case eventually reach the Supreme Court.

The Court of Appeals, ruling on the case of the Rev. John W. Sproul, former operator of WMBJ, Pittsburgh, a 100 watt station on 1500 kc., sustained the Commission's decision deleting the station for failure to serve public interest. (Court of Appeals No. 5349). While counsel for WMBJ raised constitutional questions concerning commission procedure, the court decided the case on the facts.

The court brought out in the opinion, signed by Chief Justice George E. Martin, that Mr. Sproul since 1929 had been "hopelessly insolvent" and that this resulted in the loss of the transmitter in April, 1930. The court added: "It was not an abuse of discretion in this case for the Commission, acting under its General Order No. 93, to consider and pass upon the application without hearing oral argument thereon. Therefore, notwithstanding the various exceptions taken by counsel below, it is manifest that appellant was not entitled to a renewal license, and it would be idle for this court to reverse the ruling to that effect."

The same court denied the motion of Norman Baker, who formerly operated KTNT, Muscatine, Ia., for an extension of time in which to pay costs for printing of the record in his appeal. Payment must be made early in December, and if this obligation is not met a motion to dismiss the appeal will be in order. KTNT was deleted by the Commission on the ground that the station was used as a "private mouthpiece" by Baker rather than in the public interest. The Commission charged also that indecent and obscene language was used and that some matter broadcast endangered public health.

Motions by the Commission to set aside stay orders granted to WNJ, Newark, and WKBO, Jersey City, ordered deleted by the Commission so their time on 1450 kc. would be assigned to WHOM, Jersey City, were denied by the court.

Authority of I. C. C. Challenged by NBC

Reply to Sta-Shine Says Act Does Not Govern Radio

PREPARATORY to presenting oral arguments at a formal hearing next month, the National Broadcasting Company on Nov. 20 filed with the Interstate Commerce Commission its reply to the complaint of the Sta-Shine Products Co., New York City, denying categorically charges of violation of the Interstate Commerce Act and challenging the Commission's jurisdiction to regulate broadcast advertising rates in any manner. (Docket No. 24738).

The complaint, filed Oct. 1, was also lodged against WGBB, Freeport, N. Y. Raising for the first time the question of the Commission's authority to regulate broadcast advertising rates and to evaluate broadcasting properties as the basis for such rates, the case will be the subject of a hearing in New York City on Dec. 14.

Admitting that it has not published tariffs and filed them with the Commission, as the plaintiff contended it was required to do by law, NBC holds that its failure to do so was not a violation of the Interstate Commerce Act. The law, it argued, does not apply to broadcasting, and the NBC is not a common carrier and is not engaged in the transmission of communications by wire or wireless or in any other business subject to the terms of the act. The reply was signed by Frederick H. Wood, of the firm of Cravath, De Gersdorff, Swaine & Wood, NBC counsel.

The complainant charged that the NBC and the Freeport station had levied exorbitant rates and that their practices were discriminatory. It alleged that NBC had declined to give the company the use of its facilities.

Ernie Adamson, of New York, counsel for the Sta-Shine Company, conferred with Commissioner Joseph B. Eastman on Nov. 20, in connection with the case. Examiner Cheseldine has been designated by the Commission to take testimony at the hearing.

KGMB and Government Cooperate in Honolulu

KGMB, Honolulu, Hawaii, and the United States military and naval reservation have worked out a cooperative system of exchanging broadcast programs. The Federal government installed a wired broadcast system and studio on the reservation, which is 30 miles from Honolulu, to serve its various departments.

The Honolulu Broadcasting Company leased a phantom circuit from the telephone company to connect its studio with the reservation. Consequently from 10 a. m. until midnight the two systems are in joint operation. The reservation provides KGMB with much entertainment such as band concerts, golf tournaments and boxing matches.

New Network Cables Improve Service

A. T. and T. Circuits Lessen the Risk of Interruptions, Protect Tone Values and Greatly Reduce Distortion

BY GEORGE G. BREED
American Tel. & Tel. Co.

RECENTLY, cable facilities of an improved type have been placed in service on certain important networks furnished by the American Telephone and Telegraph Company to the NBC and the CBS. The use of these new circuits greatly improves the quality of a program sent over a network and gives greater assurance against interruption.

As a result of the introduction of this circuit, the radio program goes out to the listeners along a chain with little impairment of the tonal values of musical instruments, voices and sound effects.

The new facilities have been put in service over the Red and Blue networks of NBC and the CBS network between New York and Chicago. These chains cover two routes between the two cities, one through Albany, Buffalo, Cleveland and Toledo, and one through Indianapolis, Dayton and Pittsburgh.

In addition to these, the improved type of circuit has been put in service on various supplementary legs of the radio networks: between Dayton and Cincinnati, Detroit and Toledo, Danville, Ill. and St. Louis.

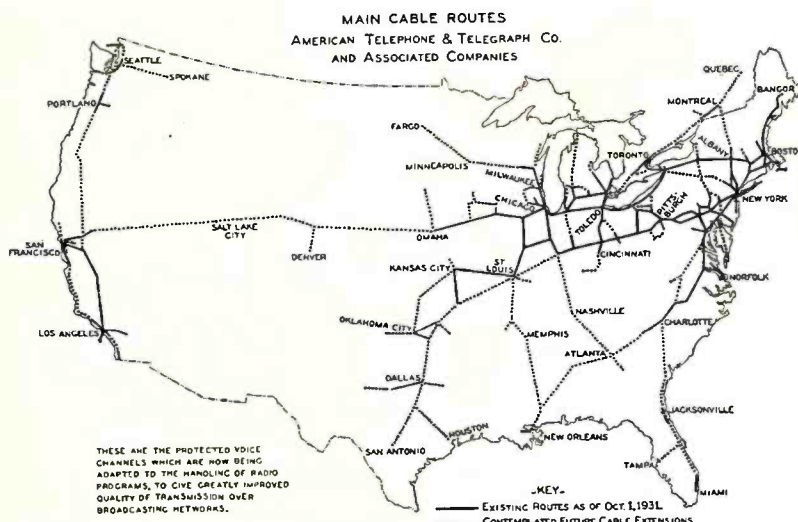
In the near future they will be operating over the New York-Boston networks, along the New York-Washington route, and over the greater part of the New England Yankee network operated by the Shepard Broadcasting Company.

Soon on Entire Net

IT IS EXPECTED that the improved facilities eventually will be introduced over the entire cable network of the A. T. & T. Company. This network is the main arterial system of the country's telephone and private wire service. The new circuit can be used in underground as well as aerial cables.

The new type of circuit owes its higher efficiency to what is known as B-22 "loading." Loading, which consists of putting copper coils around the circuit at given intervals, reduces the losses in transmission over long distances. The number of loading coils on the new channels has been doubled, being installed every 3,000 feet. The circuits have also been equipped with more efficient vacuum tube "repeaters," spaced along the circuit about every 50 miles, which re-energize the current.

The quality of transmission is further improved by devices which automatically compensate for inaccuracies in individual repeaters. Since every impulse is successively magnified by each repeater, it will be obvious how delicate must be the adjustment for this in a line



1,000 or more miles in length. Other devices automatically compensate for changes in temperature. Such changes, without this regulation, produce blurred tones, since they change the speed of transmission of tones of different frequency or pitch in varying degrees.

The new facilities materially reduce distortion. Distortion results in blurred tones and occurs when tones of different pitch are transmitted at different speeds. It is, of course, most noticeable in musi-

cal programs. This does not take place on the new circuits.

Not the least important feature of this new development is the fact that it permits transmitting radio programs over much longer distances in cable. This is, at times, of paramount importance, since it greatly reduces the risk of interruption due to storms or other damage. These cables are practically storm-proof. Putting the circuit in cable reduces the cross-talk and other noises picked up by open wire lines.

Will BBC Go Commercial?

British Columnist Says Amendment of Charter May be Asked to Permit Some Advertising Hours

WHILE certain groups in this country are agitating for "reform" of American radio by adoption of the so-called British system of government-controlled broadcasting, a movement is under way in Great Britain for "reform" of its radio methods through the adoption of the so-called American Plan of advertising on the air.

"Commercial advertising is bound to come" the columnist "Detector," concludes in the November issue of "The Melody Maker," British musical periodical. The columnist says the report is current that the British Broadcasting Corporation is contemplating suggesting legislation to amend its charter so that it might be permitted to sell occasional hours for commercial broadcasting.

"Detector" says that America as a whole is satisfied with its broadcasting and that the "fierce industrial competition" which animates broadcasting makes for better programs. Despite the objections against commercial broadcasts in the United States, he declares the programs are of "a very high quality" and that the system affords the listener "a maximum

of the finest possible radio entertainment."

The comments of "Detector" follow:

"For some time past a story has been getting about that the B.B.C. is contemplating sponsoring the necessary legislation to amend its charter so that it might permit the selling of occasional 'hours' for commercial broadcasting.

"In spite of the persistence of the rumour, it does not appear to have much foundation; at least, there have been official denials.

"The main official objection to commercial broadcasting is that advertising programmes such as are given in the United States are irritating to listeners, and that the 'air' becomes choked with publicity slogans and recommendations to buy this or that commodity.

"It is an objection which, in the States, holds some little water, but it does not dispose of the fact that the commercial broadcasts are of a very high quality, and that by the system the listener is given a maximum of the finest possible radio entertainment.

"True, the American press itself

banter the system, but I have never heard any serious suggestion from the other side that the merits are outweighed by the defects. In other words, America as a whole is satisfied that, on the balance, its broadcasting is all the better for the fierce industrial competition which animates it.

"But, even if this were not so, our B.B.C. cannot reasonably use it as an argument, because no one suggests in this country that commercial broadcasting should go to any such length as it does in the States, where an enormous number of transmitters are all given over to the system and the big industrial concerns dominate the air through lack of official direction and discretion.

"In Great Britain, wireless is under a unified control, and a system of limited commercial broadcasting can be contemplated with equanimity.

"The B.B.C., for instance, could easily limit the number of hours which might be sold, and the number of transmitters which, at any one time, would be available.

"What is of foremost importance is that shortage of funds is retarding the development of broadcasting in this country. One can rail as much as one likes against the present radio programme quality, but it requires almost unlimited funds to offer unlimited entertainment, and the B.B.C. purse is by no means inexhaustible.

"A real, smashing programme by first class artists, such as an advertising concern would, in its own interests, be obliged to offer, would more than compensate for any unlikely irritation that a few testy listeners might feel at hearing occasional tactful trade announcements.

"Advertising is a very intricate science, and its practitioners are fully alive to the psychology of gaining the good will of their public. They would neither offend the tenets of good taste nor overstep the limits of listener patience if they decided to invest large sums of money in radio advertising.

"Here are some very cogent reasons why the B.B.C. should introduce 'Commercial Radio':

"1. It would be good for industry by opening up a new and quick sales-medium.

"2. It would produce extra revenue for the further development of British broadcasting.

"3. It would lead to vastly better programmes.

"4. It would offer highly remunerative work to a large number of artistes and musicians.

"5. It would bridge some of the empty hours which at present creep into the daily programmes.

"6. It would obviate British money passing out of the country to foreign transmitters which are prepared to sell out commercial hours.

"7. It would stimulate programme competition.

"8. It would help to regularise and legalise the present surreptitious advertising which now cankers British broadcasting.

"These are powerful and insistent reasons against which can only be raised the one insignificant objection which I have already mentioned."

Legislative Program Is Planned By NAB Executive Committee

Fight on Luxury Tax and Fess Education Bill To be Made Before Congressional Groups

MEANS of executing the score of resolutions unanimously adopted at the annual convention of the National Association of Broadcasters at Detroit in October were formulated by the executive committee of the association meeting in Washington Nov. 23 and 24. Harry Shaw, WMT, Waterloo, Ia., president, and Philip G. Loucks, managing director, met with the committee, which comprises Henry A. Bellows, vice-president of CBS, chairman; Frank M. Russell, vice-president of NBC, and William S. Hedges, WMAQ, Chicago.

The committee authorized Mr. Loucks to notify the committees of Congress charged with radio legislation that the NAB desires to be heard at any hearing during which bills affecting the industry are considered. A campaign of vigorous opposition to legislation which would further restrict the operations of stations or place additional burdens on the industry was outlined.

Meeting behind closed doors, the committee discussed numerous radio problems. Means of combating any attempt of Congress to allocate frequencies under any system other than that established by the radio act were considered. Particular attention was given the Fess bill which would allocate to education 15 per cent of the broadcasting facilities. The Vestal copyright bill, which failed at the last session, also occupied a share of the discussions.

Cognizant of the seriousness of the North American broadcasting situation, the committee authorized a more intensive study of international broadcasting problems. It decided to request the board of directors at its next meeting to authorize a delegate from the association to attend the International Radio Telegraph Conference scheduled for Sept., 1932, in Madrid, at which efforts will be made to include certain of the long waves in the broadcast band.

Any attempt by Congress to classify radio receiving sets as a luxury for the purposes of taxation will be resisted by the NAB on the ground that a set has not become a necessity in the average American home, the committee decided. As yet, however, no definite tax program has been evolved, but Treasury officials and certain members of Congress have singled out radio as a possible source of substantial tax revenue.

The opinion of the committee that a set is not a luxury was, by coincidence, upheld by the Supreme Court of New Jersey at the time the NAB meeting was in progress. This court sustained the declaration of Judge Walter A. Kipp of the second judicial district of Bergen County that a set is a necessity in the home of a family having an income of \$30 per week.

Frank Choma, of Hackensack, had refused to pay for a radio purchased by his wife on the

ground that she had no right to use his credit in purchasing so expensive an article. The set cost \$425.

"The proofs tend to show," the court said, "that the article was suitable in view of the rank, position, fortune, earning capacity and mode of living of the husband."

Topics Considered For Lisbon Parley

Committee Named by Jolliffe To Draft Allocation Report

TECHNICAL questions bearing on international radio were considered at a meeting at the Federal Radio Commission office Nov. 23, called by Chairman Charles McK. Saltzman to prepare for the next meeting of the International Technical Consultative Committee (C. C. I. R.) to be held in Lisbon in 1933. Representatives of the various communications companies, as well as of broadcasting interests, participated in the deliberations.

Results of these studies will be considered also at the International Radio Telegraph Convention to be held in Madrid in September, 1932, General Saltzman said in his invitation. The request has been made that final results of these studies by the United States be filed by Feb. 1, at the latest.

Technical aspects of frequency allocation, which involves to an extent the use of broadcasting waves, was singled out as a subject needing additional study. Dr. C. B. Jolliffe, chief engineer of the Commission, who presided, named a committee to draft a new report. Commander Joseph R. Redman, Navy, is chairman; others are Gerald C. Gross, Radio Commission; Loyd A. Briggs, RCA; John V. L. Hogan, chairman, engineering committee, National Association of Broadcasters; Dr. J. H. Dellinger, Bureau of Standards; H. J. Walls, Airways Division, Commerce Department; Lloyd Espenschied, A. T. & T., and Lieut. W. T. Guest, Army.

The question of group representation at the international conferences was raised during the discussion; and, while the proposal for widening of the broadcast band did not come up directly, it was inferred that it would be undesirable to have broadcasters, as well as other interests having "axes to grind," send delegates to these deliberations. Extension of the broadcast band into the long waves, now assigned to the military services, was apparently purposely avoided. That this issue will be raised at the Madrid conference, however, is held to be inevitable, and broadcast interests of most nations are desirous of having the matter threshed out in advance.

Those who attended the conference are: Loyd A. Briggs, RCA;

Want Romance

SONGS of romance and sentiment would fill the ether if women had their way about it, according to Larry Wolters, radio editor of the Chicago Tribune, which operates WGN. A call for preferences during the station's School of Cookery program brought an avalanche of appeals for love ballads and songs of the heart, he said. The current smash, "Good-night, Sweetheart" led "Liebestraum" and "Ah, Sweet Mystery of Life," which tied for second place, two to one, he declared. "The Rosary" and "Bell of St. Mary's" tied for third place.

Weekly is Scooped In WBSO Flashes

WHEN the Wellesley (Mass.) Townsman, a weekly, declined an offer of WBSO, Needham, Mass., to present news items each morning, Winslow Webber, manager of the station, engaged a young reporter to broadcast every morning at 8.15 o'clock for 15 minutes. The reporter is Clarence L. Stapleton, and his news flashes now consistently scoop the weekly newspaper, according to Mr. Webber. Moreover, three Wellesley advertisers are sponsoring the news features with highly satisfactory results.

The news items consist of precisely the sort of material that would otherwise go into a weekly newspaper. Covering the Wellesley community, the reporter gathers news from courts, police, clubs and athletic fields. Some items are devoted to personals, including marriages, births and deaths. Mr. Webber is planning to extend the reportorial activities to cover nearby communities.

L. G. Caldwell, attorney; E. V. Cogley, NAB; A. J. Costigan and T. M. Stevens, Radiomarine Corporation of America; Lieut. Comdr. T. A. M. Craven, Consulting Engineer; Dr. J. H. Dellinger, Bureau of Standards; Edwin H. Duff, American Steamship Owners Assn.; Lloyd Espenschied, A. T. & T.; W. H. Floyd, Shipping Board; John Goodell, De Forest Radio Co.; S. D. Gregory, Westinghouse Electric Co.; Gerald C. Gross, Federal Radio Commission; F. P. Guthrie, RCA; William S. Halstead, Army Signal Corps; Capt. S. C. Hooper, Director of Naval Communications; C. B. Jolliffe, Federal Radio Commission; C. M. Koon, Bureau of Education, Interior Department; Dr. C. G. McIlwraith, Bureau of Standards; H. C. Moore, Shipping Board; Delmas B. Newlin, Coast and Geodetic Survey; Haraden Pratt, Mackay; Comdr. J. R. Redman, Navy; Dr. Irvin Stewart, Department of State; W. D. Terrell, Radio Division; Howard Vesey, Attorney; K. B. Warner, American Radio Relay League; H. J. Walls, Airways Division, Department of Commerce; Lt. Comdr. E. M. Webber, Coast Guard; L. E. Whittemore, A. T. & T.; and Dr. William Wilson, Bell Telephone Laboratories.

NBC to Broadcast The Metropolitan

WHILE negotiations are in progress to include construction of the long-talked-of new Metropolitan Opera House in Radio City, National Broadcasting Company engineers are at work on the problem of placing microphones and a control and observation booth in the present opera house for broadcasts of Metropolitan Opera productions that will start about Jan. 1.

Experimental broadcasts may be presented by NBC within the next week or two, though the contract calls for regular performances to begin the first of the year. Deems Taylor, the composer and music critic, will act as narrator of the librettos.

Meanwhile, spokesmen for the Metropolitan Square Corporation, which is in charge of the \$250,000,000 John D. Rockefeller, Jr., development, said that one of the most valuable sites in Radio City is being held pending a decision of the opera company as to whether it shall join the project.

The location of microphones in the present Metropolitan Opera House offers one of the most serious obstacles to the present NBC plans. O. B. Hanson, manager of plant operations, and Gerard Chatfield, technical art director, made a technical study of broadcasting conditions at the Metropolitan.

NBC engineers at first wanted a place in the "Golden Horseshoe," but they learned that no holder of the famous boxes would relinquish one for the broadcasting equipment. Some of the problems to be solved are the placement of the parabolic microphones so as not to obscure the view of the stage and so as to pick up the voice of singers moving about the stage.

Officials of NBC have made it clear that the Metropolitan Opera will be presented to listeners as the company's own contribution rather than as a sponsored program. While declining to discuss the terms of the contract, they denied that "a fortune" is being spent to make possible the broadcasts.

Winchell Sponsor Sued

WALTER WINCHELL, columnist for the American Tobacco Company, which sponsors him in the Lucky Strike Hour, and NBC were sued for slander in separate bills filed Nov. 24 in the New York Supreme Court by Prince Georges Matchabelli and his wife, Princess Norine Matchabelli, and the Prince Matchabelli Perfumery, Inc. The suit was based on broadcasts Nov. 19 in which certain references were made to the three plaintiffs.

Log Changes Available

CHANGES in the official log of broadcasting stations as published Feb. 2, 1931, have been issued by the Federal Radio Commission as of Nov. 2. Thirty stations are changed either as to call letters, assignments or ownership. The list may be procured by writing to the Secretary of the Commission, for mimeograph No. 5663.

Radio Decalogue Drafted by Elwood

Tells Boston Ad Club Ether
Is Ruled by Radio Listeners



John W. Elwood vice president, in an address Nov.

before the Advertising Club of Boston. He prefaced his remarks by saying that the mountains of mail received by broadcasters prevent him from sharing some of the fears expressed for the future of broadcasting.

"I think that those 3,000,000 letters and of the millions of others that must come to broadcasters throughout the country every year and it seems to me that the evils of broadcasting are so easily detected and so quickly reported as to be almost self-corrective," he said.

The sins of broadcasters are visited not upon the third or fourth generation. They are hurled back into the very teeth of those who commit them or permit them to be committed."

Here's the listener's decalogue, which Mr. Elwood offered to his advertising audience:

1. I am the listener. I am the final word in determination of the popularity of a radio program.
2. I speak not in self praise with too lengthy indulgence—I will listen to a reasonable amount of sales talk but make it snappy.
3. Tell me not the same story again and yet again. I have no desire to memorize your stuff.
4. Use discretion and taste as to the character and timing of your message. Crash not in upon my uplifted mood inspired by noble music with barkings about your product.
5. Make your program high class whatever type they may be. Rather would I hear a first class harmonica-player than a third rate symphony orchestra.
6. Speak not in the tongue of the liar, neither use superlatives until I sicken.
7. Emit not wisecracks on important occasions, neither be solemn nor soggy at lissome moments.
8. Sell not shaving cream in the afternoon nor broadcast household hints at night.
9. Introduce not guest speakers of unpleasant voice. If they speak at all, let some one else read their stuff.
10. Conform to the rules of good taste, courtesy, decency, and common sense. You enter my humble abode as an invited guest, but mistake not the warmth of my welcome for an invitation to become a permanent lodger. These are my whims and caprices. By them are you judged. Harken to me and practice these precepts lest I give you the raspberry and turn off the darn thing, clap on my hat and to the movies.

All-American by Radio

A POLL of the radio audience to determine its opinion of the relative merits of the season's football stars was conducted during latter November in connection with the "Trumpeters" program on CBS, sponsored by Hart-Schaffner & Marx. Listeners were asked to obtain ballots at the company's various stores throughout the country and to fill in 11 blanks, accompanying their All-American selections with a 30-word letter of explanation. The All-American team will be announced shortly after Dec. 1, by Ted Husing, sports announcer, who will act as judge with Sol Metzger and Warren Brown, sports writers.

Device to Measure Television is Asked

Terrell Reveals Experiments
On Modulation Percentage

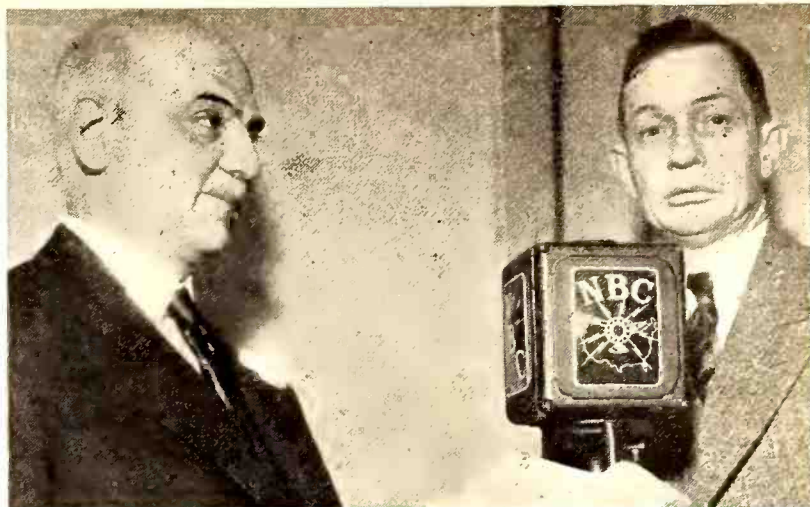
TELEVISION'S invasion of the ether waves, even though still experimental, makes necessary the policing of these new visual channels to guard against interference, William D. Terrell, director of radio, Department of Commerce, declares in asking for television measuring apparatus in his annual report.

Reporting to Secretary of Commerce Lamont, Mr. Terrell said an experimental receiver for interception of television and measurement of the frequencies of television stations should be obtained as soon as possible. At the present time, he declared, these stations can be measured but cannot be identified.

He brought out that many experiments have been conducted by the Radio Division during the past several months on all available types of modulated radio transmitters to determine how these measurements could best be made. These experiments have included television. He added that his division is trying to determine a satisfactory method of measuring the percentage of modulation at broadcasting and other radiotelephone stations.

Records of the Division were said by Mr. Terrell to show a constantly increasing improvement in frequency control since the monitoring work of the division was inaugurated. For example, last December 339 broadcasting stations were measured, and the frequency variation of 35 was less than 100 cycles above or below the assigned frequency. The variation of 66 was less than 220 cycles, whereas the variation of 238 stations was more than 200 cycles.

In June 330 stations were measured, and the variation of 97 of them was less than 50 cycles, of 71 others less than 100 cycles, and of 69 others less than 200 cycles, with the remaining 93 exceeding 200 cycles. He pointed out that, while the permissible deviation now is 500 cycles plus or minus, beginning June 22, 1932, the toler-



San Francisco's Mayor On the Air Immediately After Election

WITH MICROPHONES and special broadcasting equipment installed in the city registrar's office in San Francisco, NBC made it possible for the public in the bay region to follow the actual count of votes in the municipal and county elections there early in November.

As soon as the polls closed on election night, NBC was on the air with the first returns, and continued to present them to the public throughout the evening from 5 to 10 minutes before local news-sheets could relay the figures to their own offices.

The re-election of Mayor Angelo J. Rossi was confirmed and broadcast to radio listeners early, and long before newspapers were on the streets with extras announcing his victory, the successful candidate had thanked voters and out-

lined over the NBC microphone the policy of his new term.

The election broadcast, one of the most unusual on record, was one of the first broadcasts of election returns directly from the tabulating machines. A similar plan was also carried out by WWJ, of the Detroit News, in that city's recent elections. It was carried out under the personal direction of Don E. Gilman, NBC vice-president in charge of the Pacific division, in cooperation with the San Francisco Examiner.

KGO, Oakland, key station of the NBC-KGO network, and KYA, San Francisco, one of the group of Pacific coast stations recently acquired by NBC, were used alternately for the broadcast of the election bulletins, thus causing only brief interruption of scheduled programs of the evening.

ance will be reduced to 50 cycles.

"The reduced tolerance will necessitate broadcasting stations exercising greater care and in some cases providing better equipment," he said. "It is anticipated that this will also mean a considerable increase in the work of the monitoring stations."

Further tests are being conducted by the division with the aim of measuring not only the percentage of modulation and quality of broadcasting stations but also the degree of distortion which might be present, Mr. Terrell said. Such tests have been especially significant, he explained, in that they enable the broadcaster to improve his service and offer the listening public better reception through the reduction of distortion. Also, the tests reveal directly whether the station is meeting the requirements of the Radio Commission with respect to modulation.

In fields outside broadcasting, Mr. Terrell brought out that there have been marked advances both in amateur and police radio. In 1929, he said, there were 16,829 licensed amateur stations, in 1930 there were 18,994 and this year there are 22,739. The use of radio as an aid in directing the work of police continues to grow, he stated, pointing out that last year there were 20 such stations, whereas up to June 30, 1931, the total had grown to 53 in operation with 10 others holding construction permits. The total now approaches 100, including those holding construction permits.

Radio and Press Should Be Allies, Says Publisher

WHILE broadcasting and television are potent rivals of the newspaper, each has a definite niche of responsibility, Frank E. Tripp, publisher of the Elmira (N. Y.) Star-Gazette, and head of the Gannett newspapers, declared Nov. 17 in an address before the Los Angeles Advertising Club.

"Radio ought to be a firm ally of newspapers," Mr. Tripp said. "It can really increase news readers and boost circulation. Radio will always be a powerful spot news medium. But people want to read their news where and then they want it for daily happenings. So the newspaper will remain a matter of record to supplement radio news spots. Perhaps tomorrow's paper will thus become more analytical and interpretive."

"After all, in the final analysis, radio cannot force advertising on listeners, though of course it can foist publicity on them just as the films do."

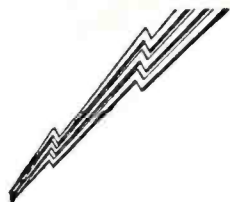
Mutual Promotion

WBBM, Chicago, and the Chicago Daily Times have worked out a neat scheme of mutual promotion. The newspaper buys a half hour's time each morning to present news bulletins, whereas the station buys a column in the paper to present a breezy digest of the day's programs by its own press agent.

BROADCASTING

THE NEWS MAGAZINE of
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager



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Congress

"WHEN people are standing in breadlines, why should Congress bother about this propaganda against radio and advertising?" Thus spoke one influential Senator as Congress was gathering for next week's opening session. With the welter of emergency legislation growing out of economic conditions before it, there is little probability that Congress of its own volition will delve very deeply into radio problems. But that it will be harrassed by powerful lobbies opposed to existing broadcasting is certain.

Various bills, some "repeaters" from the last session, will be introduced. These include the Fess bill to allot 15 per cent of the wave lengths to education and the Vestal copyright bill. There will be a measure to bar lotteries and schemes of chance from the air; this probably will pass because there is no serious objection from the broadcasters. Other miscellaneous measures will include amendments to the legal procedural provisions of the radio act, a proposal by Representative LaGuardia, of New York, to tax broadcasters 25 per cent on gross receipts in order to realize \$100,000,000 for the Federal Treasury (the folly of which is so apparent that it does not warrant discussion) and all kinds of other proposals.

In February, the Senate must confirm the appointment of a Federal Radio Commissioner, for the two-year term of Judge Ira E. Robinson of the second zone expires Feb. 23. Whether he will be reappointed by President Hoover is still conjectural. Though he has hosts of friends, it is known that several persons are angling for his job. This is the one tangible piece of radio action that can be expected from the new Congress, in which, withal, it is to be hoped that there will be little more than talk about radio.

Racket

IT IS IDLE and unnecessary to answer, paragraph by paragraph, the sixteen points raised by the estimable Mr. H. O. Davis, publisher of the Ventura (Cal.) Free Press, in his memorandum offered to newspaper publishers throughout the land as a *modus operandi* for a death fight against Radio by the American Plan. BROADCASTING publishes his covering letter and the memorandum fully in this issue simply to call attention of the radio world to the sort of insidious propaganda—with motive all too obvious—that is going on behind the scenes.

As we pointed out in the last issue of BROADCASTING, wherein we published a list of 155 newspaper-owned or affiliated radio stations, there are too many newspapers and newspapermen in radio, and there are too many jour-

nalists enlightened about radio's problems, to fear any real results from the various anti-radio campaigns now under way. Mr. Davis' campaign is one such; it is directed through copious mailbags emanating from his little newspaper office and from branches he has established in Los Angeles and Washington.

But the misinformation and misconstruction of facts, and the lack of constructive proposals, may register here and there to somebody's annoyance now and then. The facts should out as to what he is doing.

Radio may have its shortcomings, but they are undoubtedly the growing pains of a young industry—the same pains the press suffered before free speech was firmly established and before the better element began to reject quack medicine ads and check up on other suspicious advertising. We fail to see, however, where broadcasting, with various competitive networks serving variously owned competitive stations, and with more than 600 stations in the hands of nearly as many different enterprisers, can be called a monopoly.

We fail to see where broadcasting, liberal in the extreme in the allotment of its time to education and offering the educators still more, has been guilty of squelching education on the air. We fail to see where radio threatens to bring what Mr. Davis calls "movie sex smut" and "idealized gangsters" into the homes of the land. We fail to see where broadcasting has encroached upon the amateurs in any way, and we offer the amateur organization themselves, whose alumni are the technical basis of the present radio structure, as witnesses. We fail to see where radio as a whole has been guilty of "insidious propaganda" against any existing institutions.

It is on this very matter of propaganda that we have our strongest convictions. If the broadcasters will take the trouble betimes to tell their audiences the plain and unvarnished facts about their problems, about the necessity of earning their own way in the absence of any form of subsidy (not even such postal privileges as the press enjoys), about the real motives behind those who are fighting to take their hard-earned substance away—if the broadcasters will do this, they will have the most powerful force on earth behind them, Public Opinion.

Let the public know the facts, take them inside the studios, and soon these very Senators and Representatives in Congress and the Legislatures—from whom Mr. Davis seems to expect so much support—will know the facts too.

As a matter of fact, radio, with all its proved effectiveness as a political campaigning medium, hardly yet seems conscious of the tremendous editorial power it can wield in itself. We do not suggest that the broadcasters should plunge individually into the maelstrom of politics and use their mikes for "insidious

The RADIO BOOK SHELF

DECRYING radio as an agent of war propaganda, Heber Blankenhorn in an article on "The Battle of Radio Armaments," in the December HARPER'S views with alarm what he considers international friction in nation-to-nation broadcasting. Assuming a pessimistic attitude, Mr. Blankenhorn asserts that "radio is broadcasting more war than peace." The difficulties in international broadcasting appear to the author as inherently domestic. He lays stress on the fact that governments, recognizing the power of radio, fear it as an instrument of propaganda. The technical difficulties and the heavy expense involved, the firm belief of each nation in the superiority of its own programs, and the "organized monotony," he holds, are detrimental to successful international broadcasting.

But do they constitute a source of fear that "science, which * * * devised the horrors, the gas, and liquid fires of the last war," will dedicate radio to the same end? Commercial broadcasting is less to be feared than government-controlled in that it is decidedly less nationalistic in character. Governments which infuse nationalistic propaganda into their programs are taking a step backward in the march toward successful international broadcasting.

According to Mr. Blankenhorn, tolerance is the only solution. He is of the opinion that radio "in the hands of the dictator and the bureaucrat may become a source of inflammatory propaganda. Free radio means an easy and constant interchange of thought between one country and another. Free trade in radio broadcasting may well prove a source of international understanding and good will. But the trend is not in that direction." One might infer that Mr. Blankenhorn's fears are not for radio in itself but for the "throttling" of it. The author is identified by the editor of HARPER'S as "A New York journalist, now residing abroad, who has written frequently for the liberal press.—LAURA SMITH.

"EMOTIONAL KICK" is the thing in a successful radio program, concludes John Eugene Hasty in the Nov. 19 PRINTER'S INK. The program which fails to include this priceless ingredient, he says, may, like the steam shovel, gather a casual audience of listeners who haven't anything better to do. "But," he adds, "so far as getting genuine attention and inter-

(Continued on page 29)

propaganda" for any cause. We mean that they have many powerful friends whom they ought to cultivate, the Public being the chief of these, of course.

Broadcasters should realize that in their stations (quite properly restricted by law to give equal opportunity to all candidates for political office) they have political media that are absolutely necessary to candidates. Those candidates, in our experience, become staunch friends of radio, once they have used the medium for campaigning purposes—whether they pay card rates for the privilege or not.

With all the power of the press, radio is one of the most potent political forces in the world. It has not been abused thus far, as nearly every candidate who has used it will testify. It is not likely to be abused in the future. Mr. Davis overlooks the fact that the "managing editor" of a radio station is quite as powerful as the managing editors of the newspapers in that same community.

We Pay Our Respects to—



WILLIAM D. TERRELL

TWENTY years of stewardship as Uncle Sam's first radio official are being rounded out by William D. Terrell, director of radio of the Department of Commerce. Back in the days when "radio" was known as "wireless"—in 1911, to be exact—Mr. Terrell was assigned title and rank of "Wireless Ship Inspector." His staff comprised another inspector. Growing with the vigorous young art and always at the helm of its field inspection activities, Mr. Terrell today is the chief traffic cop of the ether, commanding a force of 190 persons. This year of 1931 marks several anniversaries for this slight, kindly, soft-spoken official. It not only is his twentieth year as a Federal radio official, but it brought is thirtieth wedding anniversary and his 60th birthday. It is a coincidence that his birthday, August 10, is the same as that of President Hoover, under whom he served for eleven years while the present Chief Executive was Secretary of Commerce. And it is also a coincidence that his wedding day, November 6, is the day in which Mr. Hoover was elected to the presidency. Nor should it be overlooked that both Mr. Hoover and Mr. Terrell are of Quaker ancestry.

Born at Golansville, Va., in 1871, Mr. Terrell has maintained his residence in the Old Dominion state despite his service in Washington. When he was appointed

Wireless Ship Inspector in 1911 his colleague was the late R. Y. Cadmus. Mr. Terrell covered the eastern seaboard, and headquartered in New York. Mr. Cadmus' "beat" was the West Coast. In 1915 Mr. Terrell was transferred to Washington as "Radio Inspector in Charge" and his force had grown to 35 people.

As radio made its meteoric strides the work of the Radio Division grew apace. Then came 1921 and the "radiotelephone" era, which overnight evolved into broadcasting. From then until that fateful day in 1926 when the radio law broke down, radio regulation in all its aspects was regulated by Secretary Hoover as the directing head with Mr. Terrell in actual charge. The following year saw the Federal Radio Commission created to take over administrative control, but the Radio Division continued its supervision of field activities and inspections—a job that grows increasingly important as radio settles down into a front rank industry.

Mr. Terrell's force did not forget this was his "anniversary year." A few weeks ago they presented him with a handsome silver service and an electric clock, ship-bell model. But the third gift, an album containing the signatures of every member of the Division staff, from assistant director to office messenger, is the one he prizes most.

PERSONAL NOTES

A. RICHARDS, president of WJR, Detroit, has gone to Beverly Hills, Cal., to spend the winter, combining recreation with a study of broadcasting on the Pacific coast.

IRGIL V. EVANS, general manager WNOX, Knoxville, Tenn., and SPA, Spartanburg, S. C., recently delivered a series of talks on "Broadcasting and its Relation to Retail Sales" before all the luncheon clubs Knoxville.

ACK STEWART, who inaugurated a sports column under the title "Call

'em Right" over WDAY, Fargo, N. D., has taken his program to KOY, Phoenix, Ariz. Stewart, one of the foremost sports authorities in the Northwest, is sports editor of the Phoenix Evening Herald.

HARRY SEAY, formerly of the Detroit Free Press national advertising staff and later with WWJ, Detroit, has joined the staff of WOL, Washington, as a specialist in commercial transcriptions.

WINSLOW WEBBER, manager of WBSO, Needham, Mass., spoke Nov. 16 before the Massachusetts Federation of Churches and the Council of Religious Education on the "Good Cheer" program broadcast every afternoon from 3:30 to 4:00 o'clock, fea-

turing talks to shut-ins by various ministers of churches in the Boston area.

MISS DOROTHY COLLINS has joined the sales staff of KTM, Los Angeles, for beauty shop, interior decoration and home furnishing accounts. She was formerly a professional interior decorator in exclusive Pasadena and Los Angeles shops.

WJAG, Norfolk, Neb., is being directed this winter by T. A. Bandelin as manager. Dan Ireland is studio director, Charles Tracy, assistant station manager, and Miss Frances Warner, program director.

RAY GIRARDIN, formerly with WORC, Worcester, has joined the staff of WEEL, Boston.

WALTER J. NEFF, who deserted the artistic side of broadcasting for an executive post with WOR, Newark, will be married in February to Claire Pohley, one of the station's artists.

WILLIAM ELLSWORTH, formerly with WIL, St. Louis, is now manager of KUOA, Fayetteville, Ark.

DWIGHT FAULDING, resident manager of KDB, Santa Barbara, Cal., is reported planning to retire from radio work to give full time on the management of the Faulding Hotel, in which the station quarters are housed.

C. M. C. RAYMOND, 10 years secretary of the Los Angeles Advertising Club, more recently commercial manager of KHJ, Los Angeles, is now the Los Angeles sales representative for KGER, Long Beach, Cal.

BERTRAND L. BRYANT, former sales manager of KJR, Seattle, has been appointed manager.

PAUL GALE, formerly traffic manager of KJR, Seattle, in November became assistant traffic manager of the two Pacific coast NBC networks with offices in San Francisco.

E. A. NICHOLAS, sales manager of RCA Victor Co., has been named a director of the Radio Manufacturers Association, succeeding E. E. Shumaker, president of the Camden company, who is retiring from business Jan. 1.

O. H. CALDWELL, former Radio Commissioner and now editor of "Radio Retailing" and "Electronics," who is an amateur astronomer, will address the Amateur Astronomers' Association Dec. 2 on "The Electric Eye in Modern Astronomy."

CESAR SAERCHINGER, London representative of CBS, who has been visiting in this country, sailed for London Nov. 27 with Signor Dino Grandi, the Italian Foreign Minister.

ARMSTRONG PERRY, director of the service bureau of the National Committee on Education by Radio, was to return to Washington Nov. 30 from a three-months tour of European countries in which he studied educational broadcasts.

LAMBDIN KAY, veteran announcer and manager of WBS, Atlanta, was guest announcer at the "international radio party" sponsored by the International Radio Club of Miami in honor of various countries of North America, during the week of Nov. 9. The program was broadcast by WIOD, Miami. Mr. and Mrs. Kay made the trip from Atlanta by airplane.

MRS. CLAUDIA E. MACHOL, formerly in the program operations division of WOR, Newark, has joined CBS in New York in a similar capacity. She is a well known writer and a writer of articles that have appeared in the Saturday Evening Post, Collier's and other magazines.

WILLARD JEROME HEGGEN, formerly with Funk & Wagnalls as associate editor to Dr. Frank Vizetelly, a 1928 graduate of Harvard and formerly with newspapers in New York, Boston and Omaha, has been added to the public relations staff of CBS in New York.

JOE C. DONOHUE, formerly promotion manager for Columbia Concerts

Corp., subsidiary of CBS, and before that with the Lennen & Mitchell advertising agency, New York, has joined the New York staff of CBS as an administrative assistant.

WILLIAM SCHUDT, JR., who has been acting director of programs for W2XAB, CBS experimental television station in New York has been appointed permanent director. He has been arranging the sight broadcasts since the transmitter went on the air in July. Schudt is well known to radio listeners for his "Bill Schudt's Going to Press" period, in which talks by newspaper and magazine men are presented and which celebrates its third anniversary Dec. 2.

BEHIND THE MICROPHONE

PHILIP JAMES made his 100th appearance as conductor of the Little Symphony Orchestra over WOR, Newark, on Nov. 28. He founded the New Jersey orchestra in 1922 and was its conductor for seven years.

H. V. KALTENBORN, veteran news broadcaster over the CBS network, was forced to undergo an operation this month after establishing a record of 1,583 broadcasts without ever missing an appointment. He even "edited the news" from his bedside in the hospital until taken into the operating room. Robert E. McAlarney, also an experienced newspaper man, substituted for his old friend.

FLOYD GIBBONS, war correspondent and NBC radio speaker, has joined the International News Service and Universal Service, Hearst press associations, and sailed Nov. 21 from San Francisco to cover the war in Manchuria.

ED COURTNEY, formerly commercial manager of KFJM, Grand Forks, N. D., has joined WDAY, Fargo, N. D., as junior announcer. Courtney supplements a staff of four announcers at the Fargo station.

ROLLY CHESTNEY, formerly with Lawrence Welk and his MCA dance orchestra, has been named musical director at WDAY, Fargo, N. D. Chestney, composer of several popular tunes including "There's Depression on Everything but Love" and "Not Good But Loud," has complete charge of WDAY's musical units.

CHARLES SEAMAN, WJAY, Cleveland, has been named chief announcer, succeeding Russell Richmond who recently left WJAY for WHK, Cleveland.

MEREDITH WILSON, music director of KFRC, San Francisco, returned from New York late in November, and brought with him Henry Hadly's new suite, "San Francisco," and Hugo Riesenfeld's "Cubanola" for their premiere over the air.

ALAN KENT and Dan Russell, announcers at WOV, New York, have been signed by the NBC. They began work over the WEAJ-WJZ network Nov. 23.

BILL SIMMONS, dance band leader heard over KYA, San Francisco, has just written a new song, "Silvery Arizona Moon."

HUGO FREY, who wrote the fox trot "Havanola" nearly a decade ago, has just written his "Meditation" on Tchaikowsky's overture to "Romeo and Juliet." Western stations featured it during the Thanksgiving week-end. He is now with the M-G-M studios in Culver City, Cal.

THE HAPPY GO LUCKY gang of KFRC, San Francisco, went to Tacoma, Wash., late in November to present one Friday and two Saturday shows at a playhouse. Al and Cal Pearce, Norman Neilson, Tommy Harrie, Munroe Upton, Charles Carter, Edna Fischer, Edna O'Keefe, Cecil

Wright, the Clarke Sisters and others made the trip.

BILL SLATER, who described all University of Minnesota football games this year over WCCO, Minneapolis, is now an instructor at Blake School, near Minneapolis. Slater is a graduate of West Point and a former football coach.

EDDIE CANTOR, radio's "candidate for President," will continue to be heard over the NBC-WEAF network through January. Cantor was asked to sign a long-term broadcasting contract for 1932, but could not accept because of Hollywood commitments. By special arrangement with his motion picture employers the comedian will stay in New York through January to continue his Chase & Sanborn broadcast Sunday nights at 8:00 p. m. EST.

RUSS COLUMBO, heard nightly over NBC networks, has written four ballads soon to be published. They are: "You Captured My Heart," "My True Story," "Prisoner of Love" and "Only a Voice on the Air." Columbo often includes these compositions in his broadcasts.

PHIL STEWART, announcer at KYW, Chicago, recently married Estelle Meyers, of Chicago. The couple slipped away secretly to Crown Point, Ind., but were back in Chicago the following day.

NELSON CASE, the son of a California newspaper publisher, is the newest addition to the announcing staff of NBC's San Francisco studios. A graduate of William and Mary College, he is a former newspaper reporter, orchestra leader and piano soloist.

JEROME De BORD and Henry Peters, known as the "Yodeling Twins," have left KGBZ, York, Neb., to join KFEQ, St. Joseph, Mo., for daily appearances.

MATTHEW D. CRAWFORD, tenor soloist of KSTP, St. Paul, and an aviator, died suddenly following an operation of appendicitis.

PAT MURPHY, formerly a music student at St. John's College, Minnesota, has joined KSTP, St. Paul, as staff announcer.

TOM TRUESDALE, whose Musical Aviators orchestra has been featured on CBS, recently flew back to his home town of Charlotte, N. C., where his father is a pastor, to be guest conductor of a series of programs over WBT, Charlotte, and the CBS Dixie network.

VIRGINIA GARDNER, NBC dramatic actress in New York, has declined an offer to appear in the forthcoming George Gershwin musical satire in a Broadway playhouse. She prefers to remain in radio.

PHIL LEVANT and orchestra have gone to the Club Madrid, Milwaukee, and are being heard over WTMJ, Milwaukee.

WILDA WILSON CHURCH, producer at KGO, Oakland, Cal., in its early days, recently celebrated her sixtieth birthday by returning to the NBC microphone in San Francisco Nov. 24 to recreate the role of Gran'ma Jenkins in the Goshen Center serial of life in the middle west in the nineties. Mrs. Church is now living in Ojai, Cal.

FRED G. IBBETT, formerly with the British Broadcasting Corporation and recently with the NBC production department in Chicago, is now with WBBM, Chicago, and is writing, directing and presenting the "Surprise Package" sustaining feature over that station and the CBS Farm Community network.

WBBM, Chicago, has added a new harmony trio consisting of Earl Smith, baritone and guitarist; Dick Newlin, tenor and saxophone-clarinet player, and Jack Gardner, second tenor and pianist.

SINGIN' SAM, feature of the Barbasol program on CBS, has just signed a new two-year contract with that

sponsor, according to an announcement by Erwin, Wasey and Co., New York advertising agency.

BUD SCHER has joined WHBL, Sheboygan, Wis., as announcer and staff artist.

MORTON DOWNEY, tenor of the Camel Hour on CBS, departed for California in mid-November for a vacation of two weeks. Tony Wons and Jacques Renard's orchestra continued in their regular roles, with the Roundtowners contributing two numbers to each broadcast.

ARTHUR HERBERT, musical comedy star, song writer and tenor, heard in the early days of radio over WJZ, New York, has joined WLW, Cincinnati, as a staff artist, and is now starring on the Sunday Gold Medal Express programs.

SINCE the departure of the Hudson Singers from WJR, Detroit, to join the Chicago staff of NBC as the silver-tone Quartet, a new foursome has been formed at the Detroit station. The members are: Wayne Van Dyne, first tenor; Joe Kendrick, second tenor; Bob Liscum, baritone, and John Renton, bass.

GERARD BARRY, in charge of orchestra bookings of the NBC Artist Service bureau in Chicago, died Nov. 13 after two months illness.

NORRIS WEST, staff announcer of WCAU, Philadelphia, has been assigned to the Curtis Institute of Music Broadcasts, which are carried on a coast to coast CBS hookup.

KATHERINE JANNES, soprano, formerly of WGN, Chicago, is now on the air as a regular feature over WCAU, Philadelphia.

DOT MEYBERG, film editor of KELW, Burbank, Cal., has a new assistant in the person of Miss Sadie Sonek, of New York. Miss Meyberg, society editor for many years, is doing a 15-minute program over KELW each weekday at 11:45 a.m. with gossip of the film studios. Daily she visits the stars in their homes, at the studio or on the lot, and reports back to her radio audience.

JASCHA BOROWSKY is now directing the Biltmore hotel concert orchestra, heard via KHJ, Los Angeles, daily. He had previously organized and directed the Honolulu symphony orchestra of 45 pieces.

A. H. WEIBEL has joined the staff of KGNF, North Platte, Neb., as continuity head. He formerly was connected with papers in Lincoln and McCook in editorial capacities.

JOHNNY WALKER, "your host on the Isle of Golden Dreams," who has been heard over KOIN, Portland, Ore., is making himself known to the audience of KHJ, Los Angeles, in a series of Wednesday night programs. His "How do you do, ladies and gentlemen" has become familiar to the coast. The program features South Sea melody and atmosphere.

PHILIP JAMES made his 100th appearance as conductor of the Little Symphony Orchestra of WOR, Newark, Nov. 28.

EDMUND CASHMAN, formerly with WNAC, Boston, and more recently with WABC, New York, has returned to Boston to join the production department of WAAB. Oscar Elgart, who led the Douglas Shoe program orchestra over CBS, has joined WNAC and the Yankee network as assistant music supervisor.

LARRY WESCOTT, former announcer at WEEI, Boston, now in the insurance business in Baltimore, was a recent visitor at WEEI.

PETER DONALD, 11-year-old announcer of the Uncle Olie and his Gang program on CBS, has appeared in many stage successes and has made several film appearances in spite of his youth. His parents are vaudeville artists, and his stage experience includes performances in the British Isles, New Zealand, Australia and South Africa.

IN THE CONTROL ROOM

DR. VLADIMAR ZWORYKIN, Westinghouse cathode ray television experimenter, delivered a talk on "Television with the Cathode Ray Tube" Nov. 11 before the Television Society of London, England, meeting in University College.

THE ENGAGEMENT of Miss Theresa Crippen to Raymond Strong, control room engineer of WGY, Schenectady, was recently announced. Miss Crippen is secretary to Willard J. Purcell, engineer in charge of WGY.

J. C. VAN HORN, of Philadelphia, has been named vice president of RCA Institutes, Inc., in charge of its resident schools in New York, Chicago, Philadelphia and Boston.

ARMONDO CONTO, engineer of the Western Television Corp., Chicago, has been at work installing the new television station of CKAC, Montreal, owned by the French newspaper La Presse.

JOHN L. BAIRD, managing director of the Baird Television Co., London, now on an indefinite visit in this country in the interests of his inventions, was married in New York Nov. 14 to Margaret Cecilia Albu, British concert pianist. The ceremony was broadcast by WMCA, New York, which is planning to install Baird television transmission equipment.

Spokane Stations Rebel Against Relief Program

UNEMPLOYMENT relief broadcast gratis by the networks for President Hoover's national committee have provoked a "radio situation in Spokane, where the three network stations have decided to ban them because of their "depressing influence" upon the people.

According to reports published in Spokane, the action was prompted by complaints of the retail trade bureau of the Spokane chamber of commerce. Senator Dill, co-author of the Radio Act of 1927, however, opposed the ban and threatened to have the franchises of the larger stations "revoked" for the period of the broadcasts, the reports state.

The trade bureau held that the programs tend to retard rather than aid return of normal conditions, according to Louis Wasmer, manager of KHQ, Spokane, one of the stations involved. The appeals have been broadcast weekly over nationwide networks.

"The whole thing is silly," Senator Dill is quoted as having said. "If the stations don't give these programs, I will ask the radio commission to give KFIO, another Spokane station, time at night, and I shall ask that the franchises of the larger stations be revoked for that period."

Meetings Suspended

THE FEDERAL Radio Commission will hold no regular meetings between Dec. 22 and Jan. 4, but emergency or routine matters will be handled in the customary manner, subject to ratification when the next regular meeting is held.

Kolin Hager Made Manager of WGY



Kolin Hager

KOLIN HAGER, until recently vice president in charge of programs for the several stations of the Buffalo Broadcasting Corporation, has returned to WGY, Schenectady, as manager after an absence of two years. He succeeds A. O. Coggeshall, for the last two years acting manager, who continues in an executive capacity.

Although the exact arrangement has not yet been announced, WGY has entered into a closer time-allocation arrangement with NBC which virtually gives the latter a complete outlet at Schenectady without, however, the management of the station and its license, as in the case of the other General Electric Company stations, KOA, Denver, and KGO, Oakland.

Mr. Hager will continue to offer local presentations, and the identity of WGY as an upstate New York station will not be lost by the fact that a large portion of its time will be made available to the network.

It was in 1922 that Mr. Hager, then employed in the advertising department of General Electric, was selected to assist in the preparation of the inaugural program of the station. He had a knowledge of music and a good singing and speaking voice. Overnight his voice became known to thousands, and his selection as manager followed soon. He operated the station for seven years under the direction of Martin P. Rice, who was manager of broadcasting for General Electric, and he participated in most of the pioneering efforts of the station, including the radio television drama first presented in association with Dr. E. F. W. Alexander.

California Judge Holds Court Broadcast Proper

DESPITE protests from bar associations, Superior Judge Harry W. Falk, of Los Angeles, is convinced that murder and other sensational trials should be carried to the radio audience via microphones in the court room, according to current press dispatches quoting him.

Criticized for permitting the local broadcast of the retrial of David H. Clark, former deputy district attorney, charged with murder, Judge Falk, holds that trials should be broadcast when public interest warrants. He permitted the broadcast after presiding Judge Stanley Murray had denied such a privilege in the first trial.

"Opposition to broadcasting," Judge Falk is quoted as saying, "is based on ancient prejudice rather than on sound reasoning. I predict that within 10 years American citizens will be able to sit in their homes and by radio and television, not only hear but see public events, including trials."

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

DEMOCRATIC leaders in New Jersey, converging on Union and Morris counties for the fight for the Congressional seat of the late Representative Ernest R. Ackerman, supplemented their newspaper campaigns with the facilities of WOR, Newark. Two broadcasts were arranged, one on Nov. 25, in which Percy H. Stewart, Democratic nominee, was presented to the voters and the other on Nov. 30, in which Governor-elect Harry Moore spoke in his behalf.

DOUBLE Suds Review, the first radio program of news notes for women to take the air as a regular feature, entered its second year over WMAQ, Chicago, Nov. 11. The feature is sponsored by Proctor and Gamble, Cincinnati, and is presented by Miss Jane Hamilton, home economics expert of the station. It promotes American Family Soap Flakes and American Family Soap.

SINCE Feb. 9, 1931, when it first became a commercial station, WBSO, Needham, Mass., reports that it has carried more than 500 accounts, including transcriptions and spot announcements. At present more than 90 per cent of its time is sold.

AMONG the recent new accounts of WGY, Schenectady, are the following: Smith Brothers, Poughkeepsie; J. Lashin & Sons, Milwaukee, Wis.; Arzen Laboratories, Clinton, Ia.; Buick Motor Car Co., Detroit; Mantel Lamp Co. of America, Chicago; D. L. & W., Blue Coal, New York, and Richfield Corporation of New York.

NOVEMBER accounts reported by MCA, New York: Life Saver, Vick Chemical Co., Richfield Oil, White Lead and Paint Co., Chevrolet Motor Co., Bond Bread Co., Edna Wallace Copper, Adam Hat Co., I. J. Fox, Alston-Purina Co., Brentano's Book Shop, New York World-Telegram, New York Mirror, Namm department store and Findlay-Strauss.

WHEN a change in time made it possible for KYW, Chicago, to continue with the Ken-I-ration program, NBC, Chappell Brothers, Rockford, Ill., makers of a dog ration, refused sever relations with the station. As a result KYW no longer offers the teners Rin Tin Tin by network on half of this advertiser, but it is in session of a brand new one-year contract by which the "Chicagoans," a fine male quartet, will act as the vertising medium for the product on Sunday afternoon at 5:15 o'clock over that station alone.

OUR half hour periods daily are being used by The Greater Boston Store, Joliet, Ill., over WCLS, Joliet. Transcriptions produced by Radio Transcription Company of America and also the Philco, Friendly Five and oenix transcriptions are presented. The store, according to P. W. Lamartin, advertising manager, also sponsors football and basketball games season and various other features, aiming a record for radio advertising.

L. KING'S Country Store, noonday program over KYA, San Francisco, operated by Carl King who sells the store and announces the program in the form of a radio shopping news. L. Salt Lake City, is doing some morning programs for the Zion's Savings Bank of that city.

THE DAILY shopping news service for KGW, Portland, Ore., is being conducted by Archibald Presby.

CURRENT transcription accounts of KMOX, St. Louis: Jim Corbett talks, Mail Pouch; Edna Wallace Hopper, beauty chats; Success Reporter, Life Savers; Dixie Ensemble, Maxwell House; Capt. Healy, Tanlac; Famous Beauties, Woodbury soap; Rhythm Pounders, Remington typewriter; Chevrolet Chronicles; orchestra, Johnson floor wax.

WITH the announcements of new automobile models in national advertising campaigns, WCCO, Minneapolis, found that several Twin City dealers wished to tie up with local broadcasts. One of the Minneapolis Buick dealers presented a special program, Nov. 13 to announce the initial showing of the new Buicks at his establishment the next day. Several Chevrolet dealers are also planning special broadcasts with the showing of their new model Dec. 5.

CONSISTENT returns are reported from the program of the Campbell Cereal Co., Chicago, a week-day early morning 15-minute feature on KHJ, Los Angeles. Kenneth Niles, announcer, is the narrator as "Steamboat Bill." Designed primarily to interest the children before they leave for school, the program offers five prizes of whistles and model steamboats daily. Replies average 3,000 monthly. Malt-O-Meal, breakfast cereal, is the product advertised. Rogers and Smith, Chicago, handles the account.

RAJPUT, a high caste Hindu with an Oxford diploma and more than eight years of service in the British Secret Service in India, is enthralling mid-western listeners five evenings a week with a series on his adventures in this service in his native land over WBBM, at Chicago. The program is sponsored by Dr. Strasska's toothpaste, Chicago, and with a neat mail tie-up is turning into one of the best letter-pullers on the station. At the conclusion of each broadcast Rajput tells his listeners that if they will tear the flap from a Dr. Strasska toothpaste carton, write their name and address on it, and send it in to WBBM, he will send the writer a good-luck ivory elephant.

WOL, Washington, has inaugurated two new electrical transcription accounts, both for clothing stores. On Nov. 20 it broadcast an inaugural program for Bond & Sons, Inc., in connection with the opening of its Washington store, the contract to run indefinitely. A second transcription account is for Schainuck Clothing, local, which has begun a 13-week contract for a 15-minute recording.

KJBS, San Francisco, is carrying some morning broadcasts for independent groups of grocery and drug stores.

KGNF, North Platte, Neb., is offering for commercial sponsorship its "Prairie Corners Literary Society," burlesque rehearsals of old-time stock plays for literary society meetings with rube characterizations.

WDGY, Minneapolis, is broadcasting a program for the Co-Ed Company, Chicago. The contest announcements asking for a girl's name to be used on a new cosmetic line are reported as pulling an average of 200 fan letters on each broadcast.

KVI, Tacoma, Wash., is grouping its "bargains of the day" in a 15-minute period each noonday.

KTRH, Houston, Tex., has just inaugurated a series of programs known as "The Traffic Tower," under sponsorship of a local auto-body firm. The broadcast includes a review of traffic accidents during the previous 24 hours

and includes human interest notes gleaned from the traffic tower. The program, of course, warns against traffic accidents, but it admits that sometimes they are unavoidable. Whenever the participants can prove that an accident was unavoidable, the radio sponsor will repair the damage free of charge, according to J. B. Belcher, commercial manager of KTRH.

CHAPMAN'S, Los Angeles manufacturer of quality ice cream, is using KMTR, Los Angeles, for a program in a campaign directed by National Sales Alliance. Chief theme is to combat competition from low-priced ice cream.

CHANDU, daily mystery serial for KHJ, Los Angeles, and created by Earnshaw-Young, Inc., local agency, goes from the Los Angeles station to KGB, San Diego, via land wires, while KFOX, Long Beach, rebroadcasts from KHJ. Transcriptions of the entire series are to be spotted with KWK, St. Louis; KGU, Honolulu; KPRC, San Francisco; KFXM, San Bernardino, and others, according to the sponsors, the Los Angeles Soap Co.

THE LOMPOC, Cal., Chamber of Commerce has signed up with KTM, Los Angeles, for a series of Monday afternoon programs to advertise "The Valley Beautiful." Judge Charles L. Poulsen, blind Lompoc jurist, gives the entire program with piano, organ, voice and verse. He will be a 1932 candidate for the state senate from Santa Barbara county.

HOLLYWOOD, Cal., Cemetery Association has sponsored three programs weekly over KTM, Los Angeles, using as talent Sylvia, sightless radio character, and her gang. Sundays the program is carried via remote control from the Masonic temple lodge room on the cemetery grounds.

EMBLEM Petroleum Corporation, Los Angeles, late in November started to use KHJ, Los Angeles, for 39 half hour programs with Harold Roberts and his brass band. The program consists of four broadcasts a week, and calls attention to the new Liberty brand of gasoline.

OPTOMETRISTS of Salt Lake City are using local broadcast stations for a series of 26 educational lectures to combat alleged unfair competition.

NEW BUSINESS of the month at KWG, Stockton, Cal.: Holly Sugar Corp.; Mrs. Senf's bakery; John Breuner Co., radio retailers; Pacific Gas and Electric Co., appliances; all of which are local accounts. Others include CBS coast programs and several transcriptions. The recorded programs include Chevrolet Chronicles, Campbell Ewald agency; Philco quarter hour, James Houlihan, Inc.; Dr. Ross' clinic of the air, Roy Alden and associates; Walker's chili program. Crook Advertising agency; the East Washer musicale, Wilson-Schultz and Co., local; and the Majestic Minstrel Man, Mallet Music Co., local.

NEW BUSINESS at KTM, Los Angeles: Hal Smith Furniture Co., transcription series of Light and Cook; Hair-X-Salon Laboratories, daily record program; Perneti tablets, Sunday concert; Hill Street Furniture Co., daily 15 minutes; Dr. Kirby's turtle oil cream, using "Aunt Kate's" daily program, 15 minutes.

KYA, San Francisco, is carrying a daily "crazy water crystals" program for W. R. Sullivan, 865 Mission Street, in the same city, with a series of transcribed music and announcements. The crystals are evaporated water from Mineral Wells, Tex.

RADIO'S force as an agency for charity appeals was amply demonstrated last month by Hahn & Co., Washington and Baltimore shoe dealers, which presents the Hahn Dynamic Hour over WRC, Washington. An appeal for old shoes was made one evening, the company agreeing to repair the shoes and distribute them to the local needy. The single call brought in 2,000 pairs.

CURRENT transcriptions over KOL, Seattle, include a thrice weekly program for the Hancock Oil Co., Bri-sacher agency; Valvoline, National Radio Advertising, Inc., once weekly to April; Capudine, Scott Howe Bowen, Inc., once weekly ending late this month; Skinners' Silks, a Rhodes Department store, Seattle, release for a special campaign only.

THE KANSAS Power and Light Company has taken on sponsorship for the CBS Roxy theatre program on Sundays, so far as its release through WIBW, Topeka, is concerned.

CHALLENGE Creamery, Los Angeles, has taken on sponsorship for "Louie's Hungry Five," transcription of old-time German street corner band. It is given daily, except Sundays, from KNX, Hollywood.

THE NEW England Furniture Co., Long Beach, Cal., has been holding auditions in its store for likely radio talent. The promising ones are afterward given a second try-out over KFOX, in the same city, with the broadcast sponsored by Philco.

JOHN BREUNER and Sons, Oakland's largest furniture store, recently established in a new structure, has signed up with KTAB, Oakland, for 52 weeks with "Breuner's Reporter of the Air" as a daily 15-minute feature in the form of interesting items gleaned from the day's news.

A series of Sunday feature skits, popular appeal, are heard over WMCA, New York, every Sunday at 1 p.m. Characters are "Mr. Goldstein" and "Mr. Bernstein," the story being woven around the experiences of two pushcart peddlers who ply their trade on the stock exchange of the East Side. The program is sponsored and presented by Breakstone Brothers, makers of cream cheese.

NETWORK ACCOUNTS

LAMBERT PHARMACAL Co., St. Louis (Listerine), has signed a new 52-week contract with NBC for 156 performances by Russ Colombo and his own orchestra, appearing six nights weekly. Beginning Dec. 7, Colombo will be heard on a 15-minute period on Mondays, Thursdays and Fridays at 5:45 p.m., EST, over an NBC-WEAF network and for 15 minutes on Tuesdays, Wednesdays and Saturdays at 10 p.m., EST, over an NBC-WJZ hookup. Colombo has also signed an exclusive long-term contract with NBC.

VACUUM Oil Co., New York, will inaugurate its first coast-to-coast Mobiloil Concert series over an NBC-WEAF network Dec. 16 at 9:30 p.m., EST., with Nathaniel Shilkret directing the orchestra; Douglas Stanbury, baritone, as master of ceremonies and Gladys Rice, soprano soloist. John Holbrook, recent diction award winner, will announce. The final Mobiloil broadcast on the present schedule, at 8:30 p.m., EST., will be heard Dec. 9. The Mobiloil concerts have been a regular NBC feature since Feb. 6, 1929.

HUCHMEISTER-LIND Co., Pittsburgh (auto lights), begins an 8-week half-hour dramatic program "The Shadow" over 29 stations of CBS on Jan. 5. The feature will be heard on Tuesday nights from 10 to 10:30 o'clock. The agency is Ruttrauff & Ryan, Inc., Chicago.

F. W. FITCH Co., Des Moines (Fitch shampoo), begins an 18-week account over 29 CBS stations on Jan. 8. The "Fitch Professor and Musical Trio"

will be heard Friday mornings from 11 to 11:15 o'clock. The agency is Battenfield & Ball, Des Moines.

CARLETON MCVARISH, sales promotion manager of the Yankee Network, reports the following new accounts: W. H. Graham Co., Boston; Carleton & Hovey Co., Lowell, makers of Father John's medicine; Gold Seal Associates, placed through the Hanff-Metzger agency; Berry Brothers, placed through National Radio Advertising, Inc.; Gotham Gold Stripe Hosiery, placed by Boston dealer; Pheasant Brand Florida Oranges and Certified Cleaners.

CARNATION Co., Milwaukee (evaporated milk) has signed with NBC for 13 Monday broadcasts from 8 to 8:30 p.m., starting Jan. 4, with Morgan Eastman and a 30-piece orchestra; the Fireside Singers, a quartet; Gene Arnold, special Carnation representative, and Jean Paul King, announcer. Erwin, Wasey and Company handle the account.

CONTINENTAL Oil Co., Ponca City, Okla., will sponsor 13 Sunday travel talks from 11 to 11:30 a.m. by Carveth Wells, beginning Dec. 6, over the western end of NBC-WFAF network and the Southwest supplementary network.

DETROIT White Lead Works, Chicago, opened 13 Monday 11:30 to 11:45 a.m. broadcasts Nov. 23 on the NBC-WJZ network with an instrumental trio in a campaign to promote Rogers brushing lacquer.

WYETH CHEMICAL Co., New York (Jad Salts) began Nov. 24 to sponsor a 13-week series known as Aunt Jemima Songs over a network of 18 CBS stations, Tuesdays, Wednesdays and Thursdays from 2 to 2:15, EST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

CORN PRODUCTS Refining Co., New York (Linit) will renew its contract with CBS for 52 weeks, beginning Jan. 4, for a daily feature except Saturday and Sunday from 8 to 8:15 p.m., EST. E. W. Hellwig Co., New York, handles the account.

WESSON Oil-Snodrift Sales Co. started sponsorship of an NBC Pacific Coast program Nov. 25. The program caption is "Team Mates," and includes orchestra, soprano, tenor and harmony duo, plus "Uncle Rome," played by Sam Moore and "Little Mary," depicted by Ned, of the John and Ned harmony duo. Wednesdays at 8:30 p.m. PST., is the time.

FIVE petroleum accounts are now carried by the NBC Pacific Coast network. Shell Oil Co. sponsors Dobbsie's Shell happytime each week-end morning; Standard Oil Co. lends its sponsorship to the weekly school broadcast, a period on the woman's magazine of the air and the weekly symphony program which alternates between the San Francisco Symphony and the Los Angeles Philharmonic. Richfield Oil Co. presents news flashes nightly and automobile races on Sundays. Associated Oil Co. offers the spotlight revue on Saturday nights, and the Gilmore Oil Company a circus program the same evening.

J. WARDE HUTTON'S concert ensemble, heard from the Hotel del Coronado in San Diego, is now being serviced three times a week via KGB, San Diego, and northward to the Canadian border over the Don Lee network on the Pacific Coast.

PROSPECTS

RADIO will be used together with newspapers and periodicals to announce the new Rockne Six which the Studebaker Co., South Bend, Ind., will manufacture in Detroit. A campaign "forceful as Rockne himself was forceful, practical as he was practical, stirring as his influence was stirring" will dramatically present the new automobile to the public in a broadside Dec. 1, according to the office of Robert M. Graham, sponsor of the

Rockne. All advertising is being placed through Graham's office, Book Bldg., Detroit.

QUALITY BAKERS, New York, has placed a transcription series featuring Chester Gaylord, chief announcer of WTAG, Worcester, and orchestra, with 18 stations, and by Dec. 15 will have it on 70 stations. Later plans are to place it with a total of 108 stations in cities where the corporation has units, which sponsor them locally. The recordings were prepared by Radio Broadcasters of America and placed by the Henry M. Frost agency, Boston. They are 15 minutes in length and are chiefly spotted twice weekly on 13-week contracts.

KEELER & STITES Co., Cincinnati agency, has been appointed advertising counsel for Valvoline Oil Co., Cincinnati, and through National Radio Advertising, Inc., New York, has placed a 15-minute recording of Vincent Lopez and his Valvoliners on 12 stations for 26 weeks, beginning Nov. 1. Contracts are also to be placed with 75 other stations on the company's fifty-fifty dealer cooperative basis. The initial stations getting the account are: WBZ-WBZA, Boston-Springfield; WOR, Newark; WJR, Detroit; WLW, Cincinnati; WADC, Akron; KYW, Chicago; WSB, Atlanta; KOL, Seattle; KEX, Portland, Ore.; KFRG, San Francisco; KNX, Hollywood.

THE NURITO Co., Chicago (Nurito), makes up its lists in December, using radio along with other media. The total annual appropriation is \$150,000 and the advertising is placed by Faxon, Inc., 540 No. Michigan Ave., Chicago.

PARKER Rust Proof Co., Detroit (rust preventing processes), will make up its lists during December, using radio along with other media. The annual appropriation is \$60,000, and the advertising is placed by Pratt-Moore Advertising Co., 1926 Ford Bldg., Detroit.

COLLEGE INN Food Products Co., Chicago (Tomato Juice Cocktail and Chicken a la King), makes up its lists during December, using radio and other media. The account is placed through Williams & Cunningham, Inc., 6 No. Michigan Ave., Chicago.

UTAH OIL Refining Co., Salt Lake City, has started its new campaign for winter gasoline and Vico winter motor oil. Radio stations will be used, according to the L. S. Gillham Co., Salt Lake agency.

CLOSSET & DEVERS, Portland, Ore. (Golden West coffee and tea), will make up its lists in December, using radio along with other media. The annual appropriation is \$75,000. Mac Wilkins is the advertising manager, and the advertising is placed through MacWilkins & Cole, Inc., 19th and Raleigh St., Portland.

AGENCIES AND REPRESENTATIVES

MANNING WAKEFIELD, former assistant to the publisher, Scripps-Howard newspapers, and more recently connected with Charles C. Green, Inc., New York City, has joined the staff of Scott Howe Howen, Inc., as general contact man.

AIRWAY Sales Engineers, Merchandise Mart, Chicago, have been appointed to handle radio advertising for Fitzpatrick Bros., Inc., Chicago (Kitchen Klenzer and Automatic Soap Flakes). The account is now being carried on WLS and WBBM, Chicago; WJR, Detroit; WKBN, Youngstown; WMBD, Peoria, and WBEN, Buffalo.

NED SMEATON has been appointed executive director of the Manhattan Broadcasting System, Inc., radio station representatives.

WELLER Radio Publicity Service, Seattle, announces the appointment to its staff of Mrs. Boyd McCloud, formerly with the Arthur E. House agency, Seattle.

L. H. HARTMAN Co., New York, on Feb. 27 next, will begin to handle the account of the Consolidated Cigar Co., New York.

LON RICHARDSON, who has been on the staffs of Salt Lake City radio stations in various capacities, has joined the force of L. S. Gillham Co., Inc., Salt Lake agency.

TRANSCRIPTIONS

THE SPANISH-CALIFORNIA Broadcasting Programs Co., Hollywood, of which John Perez is manager, is producing a series of electrical transcriptions in Spanish for Sperry Flour Co., San Francisco. Actual production will be at the Hollywood Film Enterprises, Inc., Hollywood.

THE MARSH Laboratories, Inc., 306 South Wabash Ave., Chicago, is confining its transcription activity to work with sponsors and agencies. It does not produce recordings as sustaining programs to be distributed direct with stations. The recording is done in its own studios, with the plating and pressing done elsewhere.

JACK Northeimer, widely experienced in radio advertising, has joined the Continental Broadcasting Corporation. He has been assigned by Continental's Washington office to represent them in the field.

UNIVERSAL Recording Laboratories, Chicago, specializing in recordings direct from radio, has transcribed the entire broadcast of the Southern California-Notre Dame game, which runs more than two and one-hour hours.

EQUIPMENT

GENERAL RADIO CO., Cambridge, Mass., has completed development on a new stable frequency monitor for use as an auxiliary frequency check required of all broadcasting stations by General Order 116 of the Federal Radio Commission. According to John D. Crawford, engineer of the company, the essential features of this monitor are a temperature controlled piezo-electric oscillator capable of maintaining a constant frequency to within five cycles, plus or minus, in a million, and a visual indicator which, when installed in the operating room, enables the operator to tell both the magnitude and direction of a drift in the transmitter frequency from its assigned value.

UNITED STATES Gypsum Co., Chicago, is now rebuilding the studios of WCLO, Panesville, Wis., recently gutted by fire, using Acoustone and Sabinite fireproof plaster. The contract for reconstruction was signed immediately after a complete design was furnished the day after the fire.

WESTERN Electric Co., New York, has issued three new bulletins covering its No. 10-A Radio Receiver, A.C. Operated Audio-Amplifiers and 9-A Speech Input Equipment.

INTERNATIONAL Resistance Co., Philadelphia, announces the election of Ernest Searing, formerly vice president, as president, succeeding Francis R. Ehle, recently killed in an airplane crash. William G. Porter, formerly manager of record sales of the RCA Victor Co., has been elected vice president and director, and Miss Ruth N. Shires, formerly secretary, has been named secretary and treasurer.

HOUSING CO., Boston, Acoustex Division, has just completed the installation of new two-color sound absorbing tiles in the studios of WOR, Newark. Previous jobs included similar installations in the NBC and CBS New York studios and in the studios of WNAC, Boston; WBBR, Brooklyn; WQAM, Miami; WAAF, Chicago, and CNRH, Halifax, N. S.

GRAYBAR Electric Co., New York, has signed a contract with WGBS, New York, recently purchased by William

Randolph Hearst, for the installation of a new type all a.c. 1 kw. Western Electric transmitter and speech input equipment, the installation to be completed by Dec. 30. A similar contract has also been signed with KMTR, Los Angeles.

ELECTRICAL Research Products, Inc., New York, reports that 161 broadcasting stations are now equipped with Western Electric equipment for reproducing electrically recorded radio programs. Of these stations, 107 have also installed Western Electric equipment for reproducing from the new noiseless type disc. Within the last month, 15 stations have been equipped with reproducing systems. They are: KFI, Los Angeles; KOIN, Portland, Ore.; KTSM, El Paso, Tex.; WBAP, Fort Worth, Tex.; WBIG, Greensboro, N. C.; WCOA, Pensacola, Fla.; WCSC, Charleston, S. C.; WDSU, New Orleans; KOL, Seattle; WDRC, Hartford, Conn.; WJAS, Pittsburgh; WOBW, Charleston, W. Va.; WTFI, Athens, Ga.; WOL, Washington, and KOIL, Council Bluffs, Omaha.

STATION NOTES

WJR, Detroit, and **WGAR**, Cleveland, have issued profusely illustrated brochures in attractive suede bindings covering marketing data of their respective areas and setting forth the coverage and results attained by the stations.

A **FOLDER** of facts about WPTF, Raleigh, has been issued by that station for use of advertisers and agencies. It sets forth statistics about the WPTF trading area, showing retail and wholesale purchasing power as revealed by the U. S. census and giving other prominent facts about the station and the territory it covers.

OUT OF 293 aspirants for announcer posts heard Nov. 14 at an audition at WNAC, Boston, 45 were selected for later eliminations at which one or two are to be chosen. WNAC follows this method regularly to fill vacancies.

"**WMCA Monthly News**" is the name of a new 8-page paper being published by WMCA, New York, to keep listeners posted about the station's activities. George H. Bricker is editor, Lee Mortimer is associate editor, and Muriel Allen and Norman Pearce are contributing editors.

WDAY, Fargo, N. D., reports a 22 per cent increase in business for October over the same period last year.

FIRE broke out in a large clothing store in Peoria, Ill., at 8 o'clock one night recently. At 9 o'clock WMBD had a microphone and announcer in front of the blaze describing the work of the firemen and picking up the sound of crackling wood and spouting hose.

AN EXCHANGE of Hawaiian music for a program by Rudy Vallee, Russ Columbo, and other radio stars marked the linking of KGU, Honolulu, with the NBC network Nov. 14. The Honolulu station, which operates full time on 940 kc. with 1,000 watts, now carries regular NBC programs which are relayed from San Francisco by short wave facilities of the RCA. KGU will be available to NBC advertisers at the rate of \$250 per hour, \$156.25 per half hour and \$97.66 per quarter hour, the rate being for all periods and with no reduction for daytime periods.

WJR, Detroit, will have its new 10 kw. transmitter in operation by Christmas day, according to M. R. Mitchell, chief engineer. He estimated that the power increase from 5 to 10 kw., recently authorized by the Federal Radio Commission, will widen the station's range 40 per cent.

KOA, Denver, last month inaugurated another "radio university" through arrangement with the University of Denver extension division, of which E. G. Plowman is dean. Credits earned

in this manner will be counted toward a university degree up to a certain extent, according to Freeman H. Talbot, KOA manager.

KFYR, Bismarck, N. D., is death on auto thieves. Sheriff W. M. Gilchrist, of Kadoka, S. D., wired to the station a description of a man wanted for car theft and jail breaking. Two and one-half hours later, he thanked KFYR and its listeners for their cooperation. Another example: Car reported stolen at Mott, N. D., and KFYR broadcast the announcement one evening. The next morning the sheriff called, stating the car had been recovered.

WGY, Schenectady, is conducting a campaign for the diffusion of information about its market, according to W. P. Leighton, commercial manager. The first purpose is to place definite material concerning its station in the hands of a selected prospect list, including 1,000 national advertisers, 500 advertising agencies and 300 local or regional advertisers. The second purpose is to build a classified prospect list which would be worked upon by individual followup material and personal contact. Traceable results so far have been "quite satisfactory."

KJR, Seattle, since its acquisition by NBC, has announced that it will take no more spot announcements and no local sponsors for NBC sustaining programs. Local advertisers must furnish entertainment and the shortest broadcast is 15 minutes.

WOW, Omaha, Neb., is aiding education with programs picked up from Omaha University conservatory of Music, University of Nebraska College of Medicine, Dana College, Midland College and Creighton University dramatic club.

KYW, Chicago, observed its tenth birthday on Armistice Day, Nov. 11. Owned by Westinghouse, it was the first station to go on the air west after KDKA, Pittsburgh, also owned by Westinghouse, and which began broadcasting on regular schedule on Nov. 2, 1921.

KJBS, San Francisco, began to use its new transmitter last month, with modulation reported as increased from 10 to 100 per cent.

WTIC, Hartford, appeals to advertisers in a new booklet which points out what 50 kw. will do in New England. Consistent coverage of the six New England states is claimed with almost no "dead spots."

VMT, Waterloo, Ia., has issued a standard market data form, containing the results of an actual field test survey made by Jansky & Bailey, Washington, engineering consultants, showing the station's coverage. Said to be the most complete station market survey yet made, it was prepared in conformity with recent recommendations of the NAB.

TELL IT to the Yankees" is the title of a new brochure by WEEI, Boston, claiming network results with single station costs. WEEI is called the modern Paul Revere, who will spread our message over a territory containing density of population and purchasing power second to none served by any single station."

PROGRAM NOTES

THE NINTH anniversary of the first theater broadcast, that from the Capitol Theater in New York City, was celebrated on Nov. 20 with three radio pioneers participating—George F. McLehland, vice president and general manager of NBC; S. L. (Roxy) Rothafel and Maj. Edward Bowes, of the Capitol Theater Family.

THE CBS Farm Community network has added four sustaining features. They are: "Down the Country Road," Monday and Wednesday, with Hugh Spenswall and J. Wilson Doty, organist; "Parker Center Band Recital," Wednesday, with Frank Stephall and his orchestra; "Surprise Package," Thursday, staged by

Fred Ibbett, and "Dr. Rumford's Musical Miniatures," Friday, with Dr. Gustave Rumford. The programs originate at WBBM, Chicago.

MEMBERS of the staff of WCCO, Minneapolis, have formed The WCCO Players, a dramatic group which presents plays under the sponsorship of the American Legion or similar organizations.

A RADIO campaign to make the nation tax conscious will be started by the American Taxpayers League Dec. 7, over NBC-WJZ network. Leaders in public life, including journalists, congressmen, governors and industrialists, will discuss every phase of the tax problem in weekly talks. Ex-Senator James W. Wadsworth, Jr., of New York, chairman of the league's radio committee, will inaugurate the series. The schedule of speakers until January follows: Dec. 14, James M. Beck, Congressman from the first Pennsylvania district; Dec. 21, Theodore W. Noyes, editor of the Washington Star; Dec. 28, Will R. Wood, Congressman from Indiana, chairman of the House Appropriation Committee.

THE COLORADO Cowboys, of KOA, Denver, will resume their weekly broadcasts of prairie songs over an NBC-WJZ network Dec. 5 from 5 to 5:30 p.m., EST. They will broadcast from the KOA studios each succeeding Saturday at the same time.

THE COLORADO Voters' Forum, through the cooperation of KOA, Denver, and the Women Citizens League of Colorado, is giving a weekly program from the Denver station.

EMILY POST, national arbiter of polite social usage, opened a series of weekly talks on morals, ethics and good taste on Nov. 23 over the NBC-WJZ network. The talks are from 4 to 4:15 p.m. every Monday.

WITH THE Minneapolis Community Fund \$200,000 short of the goal set for it and only 36 hours to go, WCCO, Minneapolis, called upon to give emergency assistance, issued a message to its listeners every half hour, citing the progress of the campaign and urging residents of Minneapolis to contribute. H. A. Bellows, president, made at least 20 personal pleas to the radio audience in the closing hours of the drive. When a final check was made, it was found that the Community Fund had not only reached its goal, but exceeded it by a little over \$400.00.

ONE OF the two most unusual auctions of the year—that conducted bi-annually by the Dead Letter Office of the Post Office Department to dispose of the miscellaneous assortment of unclaimed and misaddressed articles collected by the departmental postal service morgue—was broadcast Nov. 19 by CBS.

FRANCES Lorene Bowden, 18 years old, "just closin' in on 19" to use her own phrase, and fresh from the Ozark, inaugurated a new series of programs over an NBC-WEAF network Nov. 23 at 5:15 p.m. to be heard daily except Sunday at that hour.

ROBERT STREET, graduate of the University of Pennsylvania and manager of WCAU, Philadelphia, is now working on a series of educational programs that includes all the leading colleges in and about Philadelphia.

TWELVE broadcasts dealing with the "Official System" of contract bridge are being put on the air by WOR, every Wednesday at 3:00 p.m., beginning Nov. 25. Mrs. Edith Taft Chubb, of South Orange, N. J., will be at the microphone in all of the talks. She is the only woman member of the Official Contract Bridge Committee from that state. Mrs. Chubb is also a member of the Women's Division of the Advisory Council of Bridge Headquarters, Inc., and has won many cups and other trophies in tournament play. She recently published a book on the subject.

"THE VOICE of Democracy," is a new program on KFVD, Culver City, Cal. It is a daily feature with a speech by some leading local Democrat on vital questions of the day.

KNX, Hollywood, for the second year is broadcasting the minimum temperature or frost reports at 8 o'clock nightly for the 17,000 citrus growers in Southern California. Floyd D. Young, government meteorologist in Pomona, collects the data.

KGDM, Stockton, Cal., is running a series of current events speeches by Dr. Tully Knowles, president of the College of the Pacific in the same city.

KFWI, San Francisco, is bulking its request numbers on the program which starts out every day at 12 o'clock midnight with records or studio talent. It is labeled "dedication hour."

BY WAY of an experiment, KNX, Hollywood, has handed over to three staff members a half hour program once a week to do with as they wish. Drury Lane, assistant program director and a tenor, will have one program; Stuart Buchanan, news reader and actor, another, while Michael Kelly, news reader and publicity, has the third. They are at liberty to stage each performance alone or they may call in studio talent to assist.

THE U. S. ARMY Band and the U. S. Marine Band are to be heard in a new winter series of broadcasts from Washington, which started Friday, Nov. 20, over NBC networks, when the Army musicians were heard at 2:00 p.m., EST. The schedule follows: NBC-WEAF, Army Band, Fridays from 2 to 2:30 p.m. EST; NBC-WJZ, Marine Band, Mondays from 3 to 4 p.m. EST; NBC-WJZ, Marine Band, Tuesdays from 10 to 10:30 a.m. EST; NBC-WJZ, Army Band, Tuesdays from 4 to 4:30 p.m. EST.

BATTLES of the bridge table will be aired in a new comedy and instruction series over an NBC-WEAF network that began Nov. 28, at 5:30 p.m. EST. The program is titled Contract Bridge. Ruth McCloy, a newcomer to radio, is author and director. While the series of weekly sketches is designed chiefly for entertainment, it will be helpful to players. F. Dudley Courtenay, a pioneer advocate of a single system of contract bidding, was guest expert on the initial program. Sidney S. Lenz, Milton C. Work, George Reith, Madeleine Kerwin, Captain Fred G. French, Shepherd Barclay, and Commander Winfield Liggett, Jr., and others will appear on subsequent dates.

CONCLUDING the series of talks on "Satisfying Mrs. Shopper," the United States Chamber of Commerce presented Miss Mary Lewis, advertising expert and vice president of Best & Co., New York, Nov. 26. The purpose of the series was to acquaint American housewives with opportunities offered them by industries. The talks have been published and are available free of charge.

EASY ACES, popular bridge playing continuity on KMBC, Kansas City, is now being featured on WGN, Chicago. It is written and produced by Goodman and Jane Ace. Mr. Ace was a columnist for the Kansas City Journal Post.

A NEW series of Music Achievement Tests for 850,000 4-H Club members will be opened by the U. S. Marine Band with the National 4-H Club program of Dec. 5, carried over a coast to coast NBC network.

ON HIS WAY to Hawaii on a vacation, B. A. Rolfe, until recently director of the Lucky Strike dance orchestra, is preparing to broadcast a program of Hawaiian and popular American programs with an orchestra and mixed Hawaiian chorus, the program to be relayed to the NBC network via KGU, its recently added Honolulu member.

THE PAIR of Jacks, comedians formerly featured over WOAI, San Antonio, and KTAT, Fort Worth, were recently featured on the Circus of the Air staged over KELW, Burbank, Cal.

Programs to be Given Smaller N. Y. Stations

RADIO TIME Sales Corporation has been organized in New York under the direction of G. August Gerber to secure sponsors for programs of smaller stations in the metropolitan area. The Central Radiocasting Studios will supply the talent. Activities of the organization will be confined to a 100-mile radius around New York and transmitters of 1,000 watts or less.

"Our plan will offer a new lease on life to the small broadcaster without competing with the national networks," said Mr. Gerber. "We will furnish these stations with programs which would be far beyond their reach if the cost were borne individually. By sharing the expense for talent among several stations, the cost will be extremely moderate."

"If it is desired to reach Long Island, for example, we will have two or three stations there, and the same will be true of northern New Jersey. Should it be found desirable to cover the entire New York area, we will do so, not by having one powerful station at the focus of the imaginary circle, but by having a number of smaller transmitters around the rim. In this way we will eliminate 'dead spots' and the program will be heard on a number of waves, instead of only one. Therefore, it will have a better chance of being heard."

Studios, offices and recording equipment will be located in the Candler Building, 220 West Forty-second Street.

Station WMRJ, Jamaica, Long Island, is the first station to sign a contract with the corporation, according to Mr. Gerber.

NBC Fan Letters Total 45,000 on Record Day

NBC's DAILY mail reached a new high on Nov. 18 when more than 35,000 letters and telegrams from listeners were received at the New York headquarters. An additional 10,000 communications reached branch offices in Chicago and San Francisco. The grand total represented more pieces of mail than were received in a month by NBC when it was organized five years ago and more than half the number received during the entire year of 1923, the first year of network broadcasting through WEAF.

NBC Adds Three More

THREE more stations have been added to the NBC networks, bringing the total as of Dec. 1 to 88. Two Montana stations—KGIR, Butte, and KGHL, Billings,—were dedicated on Nov. 28, while KOIL, Council Bluffs-Omaha, joined on Dec. 1.

Edison Speech Sought

HUNDREDS of requests for copies of Thomas Alva Edison's last radio address were received by NBC following the memorial broadcast in which the speech was reread.



Billboard Tieup for Texas Station and its Sponsors

BILLBOARDS are being used by KGKO, Wichita Falls, Tex., to advertise outstanding programs, both sponsored and sustaining. According to D. A. Kahn, station director, each advertiser using a 30-minute night program or its equivalent gets the additional advertising afforded by billboards by arrange-

ment with a local sign company. The signs are 25 feet in length and at night are illuminated. Mr. Kahn reports that this has been found a very effective way of increasing the audiences for particular features, besides being a valuable medium of institutional advertising for the station.

136 Stations Make Cycle Honor Roll

Number Higher; Percentage Lower Than August Mark

MORE broadcasting stations made the 50-cycle honor roll during October than in any previous month, according to tabulations of the Radio Division, the Department of Commerce. However, in proportion to the number of stations measured for frequency deviation, the month's record fell below the high mark set in August.

More stations were checked by the monitoring stations than during any month prior to October. Frequencies of 381 were measured as compared to 328 in September and 367 last February. Those deviating less than 50 cycles numbered 136 or 35.7 per cent; 97 or 25.4 per cent deviated less than 100 cycles, 72 or 18.9 per cent less than 200 cycles, and the remaining 76 or 20 per cent more than 200 cycles.

Following are the stations listed in the first two groups:

LESS THAN 50 CYCLES

KELW, Burbank, Cal.; KFAC, Los Angeles; KFDM, Beaumont, Tex.; KFEQ, St. Joseph, Mo.; KFI, Los Angeles; KFFJ, Oklahoma City; KYW, Chicago; KFLV, Rockford, Ill.; KFOR, Lincoln, Neb.; KFPY, Spokane, Wash.; KFSD, San Diego, Cal.; KFSG, Los Angeles; KFUD, Clayton, Mo.; KFVD, Culver City, Cal.; KFWB, Hollywood, Cal.; KFYR, Bismarck, N. D.; KGBX, St. Joseph, Mo.; KGBZ, York, Neb.; KGEF, Los Angeles; KGFJ, Los Angeles; KGRS, Amarillo, Tex.; KGW, Portland, Ore.; KHQ, Spokane; KJR, Seattle; KKLX, Oakland, Cal.; KKLZ, Denver, Col.; KMO, Tacoma, Wash.; KMOX, St. Louis; KMPC, Beverly Hills, Cal.; KMTR, Los Angeles; KNX, Hollywood, Cal.; KOA, Denver; KOAC, Corvallis, Ore.; KOH, Reno, Nev.; KOMO, Seattle; KOY, Phoenix, Ariz.; KPCB, Seattle; KPO, San Francisco; KPPC, Pasadena, Cal.; KRLD, Dallas, Tex.; KRSC, Seattle; KSAC, Manhattan, Kan.; KSD, St. Louis; WFI, Philadelphia; WFOX, Brooklyn; WGCM, Gulfport, Miss.; WGES, Chicago; WGR, Buffalo; WGY, Schenectady; KSL, Salt Lake City; KSOO, Sioux Falls, S. D.; KTAR, Phoenix, Ariz.; KTRH, Houston, Tex.; KTSM, El Paso, Tex.; KVOS, Bellingham, Wash.; KWCR, Cedar Rapids, Ia.; KXA, Seattle; KXC, El Centro, Cal.; WAAB, Lexington,

LESS THAN 100 CYCLES

KDKA, Pittsburgh; KDYL, Salt Lake City; KFAB, Lincoln, Neb.; KFBB, Great Falls, Mont.; KFEL, Denver, Col.; KFJI, Astoria, Ore.; KFNF, Shennandoah, Ia.; KFOX, Long Beach, Cal.; KFQU, Almaholy City, Cal.; KFRC, San Francisco; KFVS, Cape Girardeau, Mo.; KFWI, San Francisco; KFXX, Denver; KGA, Spokane; KGB, San Diego; KGER, Long Beach, Cal.; KGGF, Coffeyville, Okla.; KVOR, Colorado Springs, Col.; KWJJ, Portland, Ore.; KWKH, Shreveport; KYA, San Francisco; WBAL, Baltimore; WBAP, Fort Worth; WBBR, Brooklyn; WCAU, Philadelphia; WCAZ, Carthage, Ill.; WCB, Springfield, Ill.; WCCO, Minneapolis; WCD, New York City; KGIZ, Grant City, Mo.; KGO, San Francisco; KICK, Red Oak, Ia.; KJM, Fresno, Cal.; KMLB, Monroe, La.; KMMJ, Clay Center, Neb.; KOIN, Portland, Ore.; KRGV, Harlingen, Tex.; KROW, Oakland, Cal.; KSO, Clarinda, Ia.; KTAT, Fort Worth; KTB, Portland, Ore.; KTBS, Shreveport; KTHS, Hot Springs, Ark.; KTM, Los Angeles; KUJ, Walla Walla, Wash.; KVOO, Tulsa, Okla.; WJTL, Oglethorpe University, Ga.; WKBB, Joliet, Ill.; WKBI, Chicago; WKBN, Youngstown, O.; WKBV, Connorsville, Ind.; WKBW, Buffalo; WKY, Oklahoma City; WLAC, Nashville, Tenn.; WLBC, Muncie, Ind.; WLEY, Lexington, Mass.; WLW, Cincin-

Battle Over KYW Channel Renewed

REOPENING of the inter-zone controversy involving the use of the 1020 kc. channel, now assigned to KYW, Chicago, is foreseen with the filing of an application by Kunsy-Trendle Broadcasting Corp., Detroit, for that frequency. The applicant contends it is one of the eight clear channels assigned in 1928 to the Second Radio Zone.

Use of the frequency with 10 kw.—the power assigned KYW operated by Westinghouse—would enable the station to cover effectively the whole state of Michigan, it contends. A more equitable distribution of broadcasting facilities should be made, it is held, since Illinois and the Fourth Zone are over-quota, while Michigan and the Second Zone are delinquent in facilities. The application follows closely the granting of an increase in power from 5 to 10 kw. to WJR, Detroit.

In the past about a half-dozen attempts have been made to wrest the 1020 kc. frequency from KYW on the same legal grounds, but all have been blocked. Kunsy-Trendle says it would spend \$56,000 for a new Western Electric transmitter and that a Blaw-Knox vertical radiator would be used, if practical.

Radio Ad Award

"HANDLING Radio Advertising and Making It Pay" was the theme of the 1931 winner of the D. F. Keller prize award, given each year for the best contribution in the fields of advertising, marketing, and merchandising at Northwestern University. Leonard Reinsch, winner of the award, is now associated with Airway Sales Engineers, Merchandise Mart, Chicago. He was formerly with the commercial department of WLS, Chicago, and also commercial manager of WMBD, Peoria.

KARK New Call

EFFECTIVE immediately, KGKF, Little Rock, Ark., has been authorized by the Radio Division, Department of Commerce, to change its call letters to KARK.

Healthy Station

THE RADIO station at Battle Creek, Mich., noted as a health resort, has appropriate call letters. They are WELL.

nati; WMAQ, Chicago; WCHI, Chicago; WCLS, Joliet, Ill.; WDAE, Tampa, Fla.; WDAF, Kansas City, Mo.; WDAG, Amarillo, Tex.; WDAY, Fargo, N. D.; WDSU, New Orleans; WEB, Superior, Wis.; WEDC, Chicago; WENR, Chicago; WFB, Baltimore; WGN, Chicago; WHAM, Rochester, N. Y.; WHDH, Boston; WHK, Cleveland; WJAR, Providence, R. I.; WJAY, Cleveland; WJBO, New Orleans; WJBW, New Orleans; WJDX, Jackson, Miss.; WJJD, Mooseheart, Ill.; WJKS, Gary, Ind.; WMBI, Chicago; WMCA, New York City; WMT, Waterloo, Ia.; WNYC, New York City; WODA, Paterson, N. J.; WOI, Ames, Ia.; WPG, Atlantic City; WPRO, Providence, R. I.; WRNY, New York City; WRUF, Gainesville, Fla.; WSAR, Fall River, Mass.; WSM, Nashville, Tenn.; WSMB, New Orleans; WTAX, Springfield, Ill.; WTIC, Hartford, Conn.; WWSA, Wheeling, W. Va.; WXYZ, Detroit.

K·M·B·C

*"First—
in the Heart
of America"*

**Now
Becomes**

**a Key
Station
of the
Columbia
Network**

**Adding—
Prestige
Listener
Interest
Value**



**Midland
Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.**

SPENDING MONEY IN PHILADELPHIA



Buyers!

THOUSANDS and thousands of them doing their buying in Philadelphia's great shopping district.

The picture is a typical daily scene on the main shopping streets where the residents of communities within a radius of fifty miles buy.

Philadelphia is one of the greatest retail markets in the United States because, in its buying area, there are more than

642,149 DWELLINGS . . . *the majority owned by the occupants.*

1,152,292 . . . *male buyers, over 15 years.*

1,161,021 . . . *female buyers, over 15 years.*

Radio sets are in the majority of these homes. Recent surveys conducted by students of the Wharton School of the University of Pennsylvania, show that Station WCAU is by far the most popular local station.

It is economical to use Station WCAU to reach this vast army of potential buyers because it has the greatest circulation.

WCAU

PHILADELPHIA

**50,000 watts power has recently been granted by the Federal Radio Commission.*

is the only station in Eastern Pennsylvania operating on a nationally clear channel using 10,000 watts power, 10 times stronger than any other local station.*

NEWS NOTES

From Foreign Lands

SUPPLEMENTING recent announcements that both Australia and New Zealand intend to set up radio organizations patterned after the British Broadcasting Corporation, comes word that the Irish Free State may follow suit. This is occurring despite what is said from time to time in the Empire about the "bureaucratic methods" of the B.B.C.

ERECTION of a new 200 kw. "publicity broadcasting station" at Luxembourg has been undertaken by the Compagnie Francaise Radioelectrique, builders of the new Radio-Paris. Reports state that the station will use the 275 kc. channel but other European stations are expressing skepticism because of the congestion in the long waves.

TALKS on the attractions of the British Isles will be broadcast over 300 American and Canadian stations during the winter months to encourage tourists to visit the Isles, according to Wireless World of London. Arrangements have been made by the Travel Association of Great Britain and Ireland not only with the North American stations but with several European outlets.

A FRESH impetus in radio sales is expected to result from a recent Berlin radio exhibition, according to a report to the Department of Commerce, electrical equipment division, from S. Bermann of the American Commercial Attache's office, Berlin. Despite a decline in the standard of living, he said, sales of radio equipment have shown advances since 1930. The census of April, 1931, showed 3,700,000 receiving sets in use in Germany, the report stated, or sets in 24.3 per cent of all households, as compared with 21.1 per cent on the same day of the previous year. Sales of radio equipment during the first half of 1931 advanced approximately 30 per cent in volume and value, as compared with the same period of 1930, despite a curtailment of the German production volume.

HUNGARY has chosen her broadcast wave length with a fine regard for listeners with unselective receivers, the two official channels being 1,428 and 545 kilocycles, states Wireless World of London. Up to now only the latter wave length has been used. A 120 kw. transmitter to work on the shorter wave length, together with four low-powered relay stations, probably to be synchronized to the parent station, have been ordered.

ADVANCE figures of the number of radio set licenses taken out during October in London's metropolitan area alone show that some 250,000 new listeners have registered—a record for a single month. This jump is attributed chiefly to the activities of the Post Office detector van in discovering listeners who had been using sets without paying their share of the cost of providing programs.

THE "Gloomy Dean" Inge, of London's famed St. Paul's church, sees the day coming when the entire contents of a new book will be read over the radio.

Urges Program Features of Good But Paying Calibre

Difficult Job to Serve Public And Make Station Pay

SUSTAINING programs of unusual quality must be maintained by broadcasting stations if they are to hold their audiences and live up to the "public-servant concept," but broadcasters at the same time should keep in mind that they are serving best when their ledgers show black rather than red ink.

That is the sound advice imparted in a statement from WOR, Newark, anent the subject: "Radio as a Public Servant." Boiled down, the advice simply is that "servitude is well enough as long as it is not wholly gratuitous."

A. A. Cormier, commercial manager of WOR, pointed out that radio occupies a unique position inasmuch as it is not only a medium of entertainment and advertising but also a disseminator of unusual news through the presentation of personalities who figure in current events.

"Because it depends upon the size and the good will of its audience for its existence, the radio station must endeavor to hold this audience through the building of sustaining programs of unusual quality," he declared. "The great symphonies of New York, Philadelphia and Boston, the individual artists of such calibre as Margaret Anglin, Mme. Melba, Toscha Seidel, Earnest Hutcheson, Eddy Brown, who have become sustaining features, serve to impress a stamp of individuality upon a station which otherwise might be lost in the morass of repitious commercially sponsored programs."

Much has been written on the subject of relations between the station and the public, the WOR statement asserts, but all the talk about the debt of radio to its public does not clarify the issue.

"The casual reader is inclined to suspect the the 'lady doth protest too much' and that there may be the proverbial blackamoor in the woodpile," the statement continues. "Identified as a 'public servant' by the Federal Radio Commission, the radio station has heroically attempted to live up to this classification while not being unmindful of the fact that it is highly desirable that the ledgers show black instead of red figures."

"The extent of the public service rendered by the radio station has never been so thoroughly demonstrated as during the present economic crisis. Broadcasters have literally thrown open their time to

the various relief committees, state, national and civic. The two major networks are collaborating on a weekly coast to coast broadcast for the duration of an hour and fifteen minutes. Independent stations have allotted fifteen minute periods throughout the week for the purpose of bringing the pleas to the public in their area.

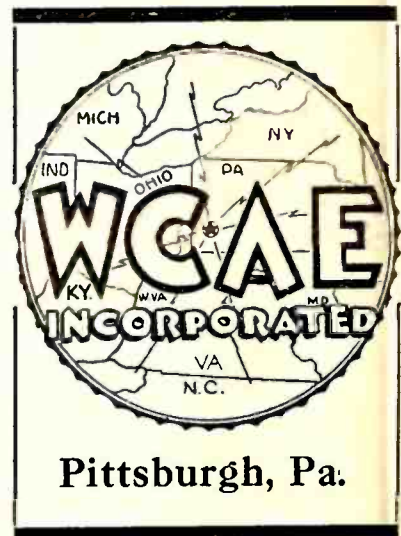
"Such international broadcasts as Mahatma Gandhi, H. G. Wells, George Bernard Shaw bring the actual voice and personality of these outstanding figures to an audience which heretofore has had to content itself with the printed message. The legal and political forum hours which are offered as weekly features also perform a public service.

"Broadcasting has opened up an entirely new vista in the field of politics. Any election, whether national or local, is extremely profitable even though it occasions a temporary embarrassment due to charges of partisanship. Unlike the newspapers, the radio station cannot afford to champion any political cause no matter how strongly the individual policies of the executives lean to one side or the other. Despite the fact that candidates purchase time on the air, practically any broadcast of a political nature brings an avalanche of letters and telephone calls protesting that the station is pro-Democratic or pro-Republican or pro this or that. During non-election years radio stations are apt to reflect a partisanship for the incumbents but this is only because they figure more prominently in the news of the day."

Listeners Club Gathers Data on Static Abroad

THE RADIO Listeners Club of Central England has undertaken the task of gathering data on static through a series of scattered observations over a period of several weeks. Fifty members, equipped with data sheets, will listen in at the same time from various sections of Worcester and Worcester county.

The club is the only one of its kind in New England. It supports a DX broadcast over WTAG, Worcester, every Sunday morning from 1 to 1:30 o'clock; and Gossip Corner, a feature of the Evening Gazette, is conducted regularly to exchange comments.



NOW AVAILABLE

Complete Detailed Certified Facts

Regarding

The Iowa Market

and

The Ability of


WMT

To Cover That Market

For Detailed Information Write

The Waterloo Broadcasting Co.

WATERLOO, IOWA



KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts


• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.



THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA
BROADCASTING SYSTEM

ACTIONS OF THE FEDERAL RADIO COMMISSION

NOVEMBER 14-28 INCLUSIVE

Applications . . .

NOVEMBER 14

WIBM, Jackson, Mich.—Modification of license to change power from 100 to 50 w.
WJBK, Detroit—Modification of license to change power from 50 to 100 w.
NEW, New Philadelphia, O.—Eastern Ohio Broadcasting Co. for CP on 850 kc., amended to request operation until sunset at New Orleans instead of Shreveport, La.
WAIU, Columbus, O.—CP to change equipment and increase power from 500 w. to 1 kw.
WLAP, Louisville—Request for extension of special authorization to operate on 1010 kc., 250 w., ¾ time.
NEW, Sturgis, S. D.—Black Hills Broadcasters for CP to use 1200 kc., 15 w., share with WCAT.
WLBC, Muncie, Ind.—Modification of license to change from sharing with WJAK to simultaneous D. operation with WJAK, share with WJAK at night.
WGN-WLIB, Chicago—License to cover CP granted 7-7-31 for auxiliary transmitter.
KFND, Nampa, Idaho—License to cover CP granted 6-17-31 for change in equipment and increase power.
Applications returned: NEW, Youngwood, Pa.—Westmoreland Co. Radiophone Service for CP on 810 kc.; NEW, Paris, Ark.—Harry R. Fischer for CP for new station on 1500 kc.

NOVEMBER 17

WDEL, Wilmington, Del.—CP to move station locally.
WRDO, Augusta, Me.—Modification of CP to extend commencement and completion dates to 11-15-31 and 12-31-31 respectively.
WJMS, Ironwood, Mich.—License to cover CP granted 5-15-31 for new station.
KIT, Yakima, Wash.—Modification of CP granted 11-6-31, to omit change in transmitter and studio location which was granted.
Applications returned: WSMK, Dayton, O.—Voluntary assignment to WSMK, inc.; WCAJ, Lincoln, Neb.—Modification of license for 1 kw.; WJBC, LaSalle, Ill.—Modification of license for unlimited time.

NOVEMBER 18

WAWZ, Zarephath, N. J.—License to cover CP granted 7-31-31 for change in equipment.
WMSG, New York City—Modification of license to increase hours of operation (facilities of WCDA).
NEW, Cincinnati—Pillar of Fire for CP to use 1420 kc., 100 w., unlimited.
KLRA, Little Rock—License to cover CP granted 6-26-31 for local station move.
WTAR-WPOR, Norfolk—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. day. (Correction of 11-10-31 report).
W9XD, Milwaukee—Renewal of visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 500 w.; also CP for change in location of transmitter to 509 W. Wisconsin Avenue.

NOVEMBER 20

WEVD, New York City—CP to move transmitter from Forest Hills, N. Y., to Newton Creek, Brooklyn, and install new equipment.
NEW, Pontiac, Mich.—T. E. Zelma, E. L. Pelletier and H. T. Coughlan for CP to use 800 kc., 500 w., D.
WJTL, Oglethorpe University, Ga.—License to cover CP granted 9-4-31 to move transmitter to Atlanta.
KTHS, Hot Springs, Ark.—Special authority to operate on 970 kc. from 3 to 6.30 p. m. C.S.T., on Jan. 1, 1932, only.
NEW, Los Angeles—Ray-O-Vision Corporation of America for CP for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000 to 400000, 401000 kc., 75 w. Experimental service (television).
Applications returned: WROL, Knoxville—CP to move transmitter and increase day power.

NOVEMBER 21

WAGM, Presque Isle, Me.—Modification of CP granted 5-26-31 to change equipment and extend completion date.
WVVA, Wheeling, W. Va.—Move transmitter and studio locally and make changes in equipment.
WBTM, Danville, Va.—Voluntary assignment of license to Piedmont Broadcasting Corp.
WQBC, Vicksburg, Miss.—Modification of license amended to request change from 1360 kc. to 1430 kc. (facilities of WNBK-WGBC).
Application returned: WFEA, Manchester, N. H.—Assignment of license to New Hampshire Broadcasting Co. (improperly executed).

NOVEMBER 22

W2XBB, New York City—Renewal of experimental license for 25700, 34600, 60000-400000, 401000 and above. 1 kw.
W3XAJ, Camden, N. J.—Renewal of experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 w.
W3XAI, Camden, N. J.—Renewal of experimental license for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 and above 401000 kc., 500 w.

Applications returned: Empire Broadcast Corporation of America, Falmouth, Va., four applications for special experimental service CP.

NOVEMBER 24

NEW, New York City—Knickerbocker Broadcasting, Inc., for CP with 46 megacycles, 500 w. Visual broadcasting.

NOVEMBER 25

WORC-WEPS, Worcester, Mass.—CP to change equipment and change from 1200 kc. to 100 w., unlimited time, to 1350 kc. 250 w., unlimited time (facilities of WAWZ, WMSG, WBNX and WCDA).
WBEO, Marquette, Mich.—Modification of license to change from unlimited hours to specified hours.
WJAY, Cleveland—Install automatic frequency control.
NEW, Detroit—Kunsky-Trendle Broadcasting Corp., for CP to use 1020 kc. 10 kw., unlimited (facilities of KYW-KFKX).
NEW, Greenburg, Pa.—Westmoreland Co., Radiophone Service for CP to use 810 kc. 250 w., transmitter at Youngwood, Pa.
NEW, Texarkana, Ark.—J. E. Wharton & M. B. Wray, for CP to use 890 kc. 100 w., unlimited (facilities of KARK).
NEW, Little Rock, Ark.—Edmond G. Hilger, for CP amended to request 250 w. instead of 500 w. on 890 kc. (facilities of KARK).
WROL, Knoxville—CP amended to request change in frequency from 1310 kc. to 1250 kc. 250 w., unlimited hours (facilities of WSIX).
WJAK, Elkhart, Ind.—License to cover CP granted 10-6-31 to move to Elkhart and change equipment.
KFAC, Los Angeles—Change hours of operation from sharing with KGEF to unlimited.
KGKX, Sandpoint, Idaho—Voluntary assignment of license to W. W. VonCannon trustee for Sandpoint Broadcasting Company.
KJBS, San Francisco—License to cover CP granting 6-17-31 for change equipment.
Application returned: NEW, Copper Cities Broadcasting Co., Inc., Globe, Ariz.—CP for new station on 1210 kc. (G.O. 102).

NOVEMBER 28

WBZ, Boston, Mass.—Modification of CP granted 11-17-31 for transmitter of 50 kw. capacity, requesting approval of proposed equipment and proposed transmitter location at Millis Township, Mass.
WCAU, Philadelphia—Modification of CP granted 11-17-31 for 50 kw. Requests approval of transmitter location at Newton Square.
NEW, LaGrange Broadcasting Co., LaGrange, Pa.—CP to erect a new station to use 1120 kc., 100 w., unlimited.
NEW, Albert Rosenstein, Savannah, Ga.—CP to erect a new station to use 1400 kc., 7½ w. day, 20 w. night, 8 hours per day.
KGRS, Amarillo, Tex.—Modification of license requesting specified hours of operation.
WDAG, Amarillo, Tex.—Modification of license requesting specified hours of operation.
WOAI, San Antonio, Tex.—CP to erect an auxiliary transmitter in San Antonio to use 5 kw. for emergency purposes.
KWEA, Shreveport, La.—CP to make changes in equipment.
KGDM, Stockton, Cal.—Modification of license to change from daytime to limited time.

Decisions . . .

NOVEMBER 17

WAAT, Jersey City—Granted CP to install new equipment to conform to G.O.'s 111, 115 and 116.
KWCR, Cedar Rapids, Ia.—Granted CP to move transmitter and studio locally.
KGUR, Los Angeles—Granted modification of license to change frequencies.
KFSG, Los Angeles—Granted 15-day extension from Nov. 16, to conduct program test.
WLCL, Ithaca, N. Y.—Granted renewal of license 1210 kc., 50 w., to operate from 10.45 a. m. to 12.15 p. m. on Sundays only.
KMLB, Monroe, La.—Granted temporary license subject to decision as result of investigation concerning improper broadcasts.
Set for hearing: WJBC, LaSalle, Ill.—Renewal of license and requests CP to move transmitter and studio from LaSalle to Racine, Wis.; make changes in equipment; change frequency from 1200 to 1500 kc., and change hours of operation from sharing with WJBL to half time; WRJN, Racine, Wis.—Requests CP to install new equipment, increase day power to 250 w.; WOMT, Manitowoc, Wis.—Renewal of license, as station appears to be operating less than 12 hours daily; WRBL, Columbus, Ga.—Renewal of license in re violation by license of G.O.'s 111 and 115, also as to alleged improper broadcasts.
WJBK, Detroit—CP, 1370 kc., 100 w., share WIBM; dismissed at applicant's request.

NOVEMBER 20

KGW, Ft. Morgan, Col.—Granted CP to make changes in equipment to conform to G.O.'s 111, 115 and 116.
WRBQ, Greenville, Miss.—Granted modification of CP to extend completion date to 1-27-32.

WGBS, New York City—Granted modification of CP to change studio location from Hotel Lincoln to Ritz Tower, change type of equipment and extend completion date to 1-15-32.

WBBC, Brooklyn—Granted license covering changes in equipment, 1400 kc., 500 w., shares with WLTH, WCGU and WFOG.

KGFF, Shawnee, Okla.—Granted license covering installation of new equipment, 1420 kc., 100 w., unlimited time.

KOIL, Council Bluffs, Ia.—Granted authority to determine licensed power by direct measurement of antenna input.

W9XD, Milwaukee, Wis.—Granted CP to change location of transmitter locally in Milwaukee.

Stations given temporary licenses and applications set for hearing: WCAX, Burlington, Vt.; WMBG, Richmond, Va.; WNBX, Springfield, Vt.; WSIX, Springfield, Tenn.; KFWF, St. Louis, and KGFV, Ravenna, Neb.

KFXJ, Grand Junction, Col.—Granted temporary license to Jan. 1, pending decision on hearing held.

WROL, Knoxville, Tenn.—Granted regular license and application removed from hearing docket.

Set for hearing: WMPC, Lapeer, Mich., and WOPI, Bristol, Tenn.—Because facilities have been applied for: NEW, Troy Broadcasting Co., Troy, Ala.—Requests CP for new station, 1500 kc., 50 w., D.; NEW, S. A. Lutgen, Wayne, Neb.—Requests CP, 1310 kc., 100 w., share with KGFV.

WCHI, Chicago—Denied renewal of license; consent to voluntary assignment of license to Midland Broadcasting Co., and modification of license to increase hours of operation.

NEW, A. B. Murray and T. P. Singletary, Baton Rouge, La. (Ex. Rep. 207)—Denied CP for new station, 1500 kc., 100 w., unlimited time, sustaining Examiner Hyde. (Commissioners Sykes and Lafont dissented).

WAAT, Jersey City (Ex. Rep. 253)—Denied modification of license to change frequency from 940 to 930 kc., power from 300 w. to 250 w., and D. operation to unlimited, sustaining Examiner Walker.

WCBM, Baltimore (Ex. Rep. 255)—Denied modification of license to change frequency from 1370 kc. to 1210 kc., sustaining Examiner Hyde.

WICC, Bridgeport, Conn. (Ex. Rep. 264)—Granted renewal of license, 600 kc., 250 w., 500 w., LS, shares with WCAC, sustaining Examiner Hyde.

WCAC, Storrs, Conn. (Ex. Rep. 264)—Granted renewal of license, 600 kc., 250 w., shares with WICC, sustaining Examiner Hyde.

NEW, Sherwood H. Patterson, Laramie, Wyo. (Ex. Rep. 265)—Application for new station withdrawn without prejudice, sustaining recommendations of Examiner Yost.

WPCC, Chicago (Ex. Rep. 266)—Denied CP for increase in power to 1 kw., sustaining Examiner Yost.

WBSO, Needham, Mass.—Application for assignment of license, set for hearing on Sept. 10, reconsidered and granted.

WSAR, Fall River, Mass.—Granted regular renewal license and application removed from hearing docket.

WMRJ, Jamaica, N. Y.—Granted temporary license and application for renewal set for hearing, because of violations of various general orders.

WIBR, Steubenville, O.—Denied petition for rehearing in matter of renewal of license.

NOVEMBER 24

WBHS, Huntsville, Ala.—Granted modification of CP approving selected site for transmitter location.

WJBY, Gadsden, Ala.—Granted license covering installation of new equipment and increase in power to 100 w., 1210 kc., unlimited time.

WJAK, Elkhart, Ind.—Granted license covering installation of new equipment and removal of transmitter and studio, 1310 kc., 50 w., shares with WLBC.

WJBL, Decatur, Ill.—Granted authority to remain off the air for 14 days from Nov. 21 on account of partial destruction of transmitter by fire.

WAAT, Jersey City, N. J.—Granted authority to operate from 12 midnight Dec. 19 to 6 a. m. Dec. 20, in order to broadcast special benefit program.

Stations granted temporary licenses subject to action on licensees' pending applications for renewals: WABJ, Bangor, Me.; WCAT, Rapid City, S. D.; WHBC, Carlton, O.; WLIL, St. Louis; WJBU, Lewisburg, Pa.; WKAV, Lacombe, N. H.; WLBG, Petersburg, Va.; WNBW, Silver Haven, Pa.; WNBW, Carbondale, Pa.; WRAW, Reading, Pa.; WTSL, Laurel, Miss.; KFPN, Greenville, Tex.; KFXR, Oklahoma City, Okla.; KGDE, Fergus Falls, Minn.; KWEA, Shreveport, La.

KFPN, Denver, Colo.; KGMP, Elk City, Okla.; KMED, Medford, Ore.—Granted temporary extensions of licenses to January 1, 1932, 3 a. m., E.S.T., subject to termination at any time by the Commission as a result of decision on any pending proceedings affecting the stations.

KGXB, St. Joseph, Mo.—Granted temporary license subject to decision of the Commission as to interference which is now being investigated.

WHBU, Anderson, Ind.—Granted temporary license subject to result of an investigation to determine whether station is operating in all respects in accordance with G.O.s 105, 111 and 115.

Set for hearing: WCAX, Burlington, Vt.—Requests CP to install new 500 w. equipment; change frequency to 1340 kc. and increase power to 250 w. night and 500 w. LS, and change hours of operation from sharing with WNBX to unlimited; and WLAP, Louisville—Requests authority to extend special authorization, which expired Nov. 25, to operate experimentally on 1010 kc., 250 w., unlimited time, but with ¾ths time license. (Station will operate on 1200 kc., 100 w. night, 250 w. day, pending hearing).

TO GIVE a summary of an article which is itself a well reasoned and critical summary of a broad and complicated subject, is impossible. To register a judgment on the merits of the work as a whole in its particular interest for broadcasters, is more closely within a reviewer's province. With Caesarian decisiveness, Edward C. Caldwell, in his treatment of the subject "Censorship of Radio Programs" in the October Journal of Radio Law (Northwestern University Press), divides his material into three parts.

His first concern is the Historical Development of the Right of Free Speech and Press and its analogy to radio broadcasting. Then follows an exhaustive examination of the Modern Law of Freedom of Speech and Press, in which is pointed out the extent to which the Supreme Court has already gone in protecting these fundamental constitutional guaranties. Using the most recent decisions of the Court as stepping stones to his ultimate conclusion, the author carefully portrays the right as one of the most jealously guarded that the people possess and emphasizes "that it must be given the most liberal and comprehensive construction, and that the application of its principles and safeguards should be expanded, not contracted."

In part three, treading perhaps less cautiously, the law of free speech and press, as deduced from decided cases, is applied to radio broadcasting. Here the author queries the intention of Congress to give the Radio Commission an uncontrolled discretion in its supervision of program content. What are the limits within which that discretion is to be exercised and how may the apparent conflicts between Sec. 11 and 29 of the Radio Act be reconciled? Mr. Caldwell answers both questions with convincing lucidity and in each instance departs from established precedent as predetermined by the Commission in several of its recent actions. Vigorous criticism is leveled at the decision of the Court of Appeals in the *Brinkley (KFKB)* case and the decision of the Commission in the *Baker (KTNT)* case. To the author these represent an abuse of the Congressional prohibition of censorship in that they misconceive the practical effect of disapproving past programs which he conceives to be the very essence of censorship.

The author concludes that the licensing authority has broad discretion and may exercise its best judgment in considering the question of musical and entertainment programs but "when the programs consist of the utterance of serious opinions and sentiments, of propaganda bearing upon the social, political and economic life of the country or of the exposure of supposed wrongs suffered by individuals or communities," then the Commission has no power or discretion to act adversely on applications for renewal licenses merely because it does not approve of the subject matter broadcast. This would not preclude the Commission from examining matter broadcast solely for commercial advertising purposes, but even here the scrutiny would be confined to *direct* advertising; where the advertising is *indirect*, the guaranty of free speech should apply. To Mr. Caldwell this is "the only way that censorship of radio programs may be avoided and freedom of speech fully safeguarded."

Mr. Caldwell, an associate of the law firm of Kirtland, Fleming, Green and Martin, Chicago, is a brother of Louis G. Caldwell, Washington radio attorney. He was of counsel in the famous *Near v. Minnesota* free speech case in which the U. S. Supreme Court recently upheld the freedom of the press against legislation designed to permit courts to enjoin publication.

Docket 1296 and 1372), while denial of the application of David Stein and Benjamin Perlstein, of Niagara Falls, N. Y., for CP to share WSVS channel with 50 w. was urged. Examiner held that the Seneca Vocation High School is performing an excellent service and that new applicants failed to show need for additional service at Niagara Falls.

WTAD, Quincy, Ill.—Denial of application for CP to move station from Quincy to East St. Louis, Ill., recommended by Chief Examiner Yost (Report 286; Docket 1367), on the ground that Quincy is dependent on WTAD, whereas East St. Louis is served by St. Louis, Mo., stations.

WLWL, New York, and WPG, Atlantic City—Applications for renewal of licenses recommended favorably by Chief Examiner Yost (Report No. 288 and Dockets 1304 and 1268), but denial of WLWL's request for additional operating time urged. Hours of both stations to remain the same.

WBAX, Wilkes-Barre, Pa., and WJBU, Lewisburg, Pa.—Denial of WBAX's application for increased time on 1210 kc. channel and renewal of WJBU's license recommended by Examiner Hyde.

NEW, Fresno Broadcasting Co., Fresno, Calif.—Applicant for CP on 1350 kc. with 500 w., unlimited time, failed to appear. Examiner Hyde recommended denial as in default.

KFUP, Denver—Examiner Walker (Report 292) recommended that the following applications be denied: (1) Fitzsimmons General Hospital, U. S. Army, for renewal of license, voluntary assignment of license, and modification of construction permit (Dockets 1330 and 1331); (2) Harry Byron Lee, Lamar, Col., for CP KFUP frequency of 1310 kc. (Docket 1146); and (3) KFJX, Grand Junction, Col., for full time on channel it shares with KFUP (Docket 1335).

KMED, Medford, Ore.—Examiner Hyde (Report 291) recommended that license of KMED be renewed (Docket 1404) and that application of Merle F. Jewell and Merinda C. Jewell, Hood River, Ore., for CP to share time with KMED be denied (Docket 1062).

The RADIO BOOKSHELF

(Continued from page 18)

est, and focusing that attention and interest upon an advertising message, it's about as useful a device as a steak knife at a vegetarian banquet."

Mr. Hasty emphasizes the need of showmanship and deplores the lack of it in many programs. To be effective a program must attract and hold a large and varied audience and appeal to a common emotion—sympathy or friendliness for a character, curiosity, suspense, or the emotions that produce laughter. This rather elemental principle of showmanship has yet to be learned by most builders—and sponsors—of radio programs, says Mr. Hasty. In a sense, he holds it is even more necessary a principle to radio than to the novel and the theater.

"Introduce into your program a special announcer, or master of ceremonies, who has the knack of projecting his personality over the air and making people like him, and I'll risk my reputation as a prophet that you'll have a greater number of people listening to what he says about your product—and, what's more, believing it."

Washington Visitors*

WASHINGTON VISITORS
Levering Tyson, New York City
Arthur Stringer, Chicago
W. Denny Shaler and John H. Buchheit, KQV, Pittsburgh
H. A. Hutchinson, KVOO, Tulsa, Okla.
Albert H. Stackpole, WHP, Philadelphia
Walter J. Damm, WTMJ, Milwaukee
Lloyd A. Briggs and W. T. Wozencraft, RCA, New York
Burridge D. Butler and Glenn Snyder, WLS, Chicago
Elwin L. Peterson and Raymond Zeisner, Ray-O-Vision Corporation, Hollywood, Cal.
Kenneth A. Hathaway and Marcus Hinson, Chicago
William S. Hedges, WMAQ, Chicago
Henry A. Bellows, WCCO, Minneapolis
E. B. Gish, KGRS, Amarillo, Tex.
J. R. Goranflo, WNBZ, Binghamton, N. Y.
George W. Trendle, WXYZ, Detroit
W. P. Williamson, WKBN, Youngstown, O.
Gene Huse, WJAG, Norfolk, Neb.
S. D. Gregory, Westinghouse, Pittsburgh
George F. Bissell and Frank W. Bruce, WHDL, Tupper Lake, N. Y.

* A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, November 14-23.

Applications dismissed at applicants' request: WHOM, Jersey City—Modification of license, 1050 kc., 250 w., D., sunset on Pacific coast; W9XD, Milwaukee—CP, 50-2950 kc., 1 kw.; NEW, The Journal Co., Milwaukee—CP, 1550 kc., 250 w., unlimited; WJR, Pontiac, Mich.—CP, 750 kc., 50 kw.; NEW, The Tribune Co., Chicago, Ill.—CP, 2850-2950 kc., 750 w.

WSFA, Montgomery, Ala.—Granted permission to intervene in the application of O. H. Stephens for CP, 100 w. station, 1500 kc., to share with KGKB.

WPCC, Chicago—Denied informal request for permission to install a transmitter in same location from which station is now broadcasting under a stay order from Court of Appeals of the District of Columbia.

NOVEMBER 27

WPRO, Providence, R. I.—Granted license covering changes in equipment and move studio, 1210 kc., 100 w., shares with WPAW.

KLRA, Little Rock, Ark.—Granted license covering removal of transmitter and studio locally, 1390 kc., 1 w., shares with KUOA.

WNBR-WGBC, Memphis, Tenn.—Granted license covering removal of transmitter locally, 1430 kc., 500 w., limited time.

KGBU, Ketchikan, Alaska—Granted license covering removal of transmitter locally and installation of new equipment, 900 kc., 250 w., unlimited time.

KSEL, Pocatello, Idaho—Granted license covering changes in equipment, 900 kc., 250 w., unlimited time.

KFDY, Brookings, S. Dak.—Granted authority to remain silent from Nov. 26th to date of filing application for license to operate with new equipment being installed—estimated date Dec. 19th.

KLRA, Little Rock, Ark.—Granted extension of program test for period of 15 days.

Renewal of Licenses:

WJAK, Elkhart, Ind.—Granted regular renewal; KROL, Knoxville, Tenn.—Granted regular renewal; ALR, Zanesville, O.—Granted temporary license because of case now under advisement; WJBY, Gadsden, Ala.—Granted temporary license because of case now under advisement; WFBC, Knoxville, Tenn.—Granted extension to January 1, 1932, pending action on application for renewal of license; WMBO, Auburn, N. Y.—Granted extension to Jan. 1, 1932, pending receipt and action on application for renewal; WFBG, Altoona, Pa., and WJAC, Johnstown, Pa.—Granted renewal of licenses for regular period. (Action of November 13th, acting in part and designating for hearing renewal application, reconsidered).

Request for Hearing:

NEW, Dr. F. P. Corniglia, Nr. Monroe, La.—Requests P., 1420 kc., 100 w., share with WJBO.

WIBM, Jackson, Mich.—Requests modification of license to reduce power from 100 to 50 w.

WJBK, Detroit, Mich.—Requests modification of license to increase power from 50 to 100 w.

WPTF, Raleigh, N. C.—Denied modification of license to move transmitter to about 10 miles northwest of Raleigh, and increase power to 5 kw.

Applications Dismissed:

The following applications were dismissed at applicants' request:

NEW, Congress Square Hotel Co., Portland, Me.—CP to 46 megacycles, 48.5 to 50.3 and 60 to 80 megacycles; ½ to 5 kw., 4 hrs. daily. Television.

Action on Examiners' Reports:

NEW, Lancaster Broadcasting Co., Lancaster, Pa. (Ex. Rep. 204)—Denied CP for new station on 1000 kc., 1 kw., D., sustaining Examiner Yost.

NEW, York Broadcasting Co., York, Pa. (Ex. Rep. 205)—Granted CP for new station on 1000 kc., 1 kw., sustaining Examiner Yost.

NEW, John E. Hess, York, Pa. (Ex. Rep. 217)—Denied CP for new station on 1500 kc., 100 w., unlimited time, sustaining Examiner Walker.

NEW, Clarence M. Doyle, Philadelphia, Pa. (Ex. Rep. 218)—Dismissed as in default application for new station on 930 kc., 50 w., share with WIBG, sustaining Examiner Yost.

NEW, Charles Smuck, Springfield, Mo. (Ex. Rep. 219)—Denied as in default CP for new station 1500 kc., 1 w., share with KGIZ, sustaining Examiner Pratt.

Examiner's Reports...

WLOE, Boston—In three separate reports (Nos. 280, 281, 282), Examiner Hyde recommended the denial of following applications: (1) the Boston Broadcasting Co. for renewal of license; (2) William S. Pote, representing the New England Broadcasting Co., for involuntary assignment of license; and (3) Fred H. Goss for construction permit to use WLOE's frequency of 1500 kc. with 100 w. and 250 w. LS, unlimited time. The examiner concluded that the Boston Broadcasting Company's financial status is not reassuring and that the management of WLOE by New England Broadcasting Co. proved unsuccessful, and that no substantial change was shown by Goss for the proposed new station two stations already operate on the 1500 kc. channel.

VCAT, Rapid City, S. D.—Application for renewal of license on 1200 kc. with 100 w. and unlimited time recommended favorably by Chief Examiner Yost (Report 283; Docket 1237), on the ground that the station is equipped to comply with all regulations, that it desires to install new equipment, and that the area is entitled to the service.

NEW, Charles L. Fower, Macon, Mo.—Denial of application for CP to operate on 1210 kc. with 100 w., unlimited time recommended by Examiner Pratt (Report 284; Docket 1361), on the ground that applicant failed to comply with G.O. 102 and 116 and that granting would increase facilities of a state and zone already over-quota.

WSVS, Buffalo, N. Y.—Application for renewal of license on 1370 kc. with 50 w. and unlimited time recommended favorably by Chief Examiner Yost (Report 283;

Shanghai Adopts U.S. Radio

American Manager, Visiting This Country, Says Talent for XCBL is Plentiful and Audience Large

SHANGHAI, international melting pot of the Far East, boasts a broadcasting station operated by an American along American lines which in four months has achieved a total of 56 sponsored programs.

The story of Station XCBL, Shanghai, owned by Millington, Ltd., British advertising firm, and operated under the corporate name of China Broadcast, Ltd., is told by F. A. Osius, manager of the station, now in the United States studying American broadcasting methods and arranging for business contacts. Mr. Osius, a native of Detroit, organized the station last summer for Millington. It is incorporated under the Chinese Company Law and operates on 1275 kc. with 2 kw.

"It is the only commercial station in the Orient," Mr. Osius declared. "Radio advertising has proved successful in China because the country is 80 per cent illiterate and because the people can understand what they hear though they cannot read. Announcements are made both in Chinese and English."

There are a minimum of commercial announcements over XCBL, Mr. Osius said. Time sells for \$80 a month for one 15-minute period a week, the charge being in American gold dollars. Mr. Osius explained it is a profitable business even at these rates because excellent talent is available for a pittance.

"We have some of the best talent in the world at Shanghai," he asserted. "The premier soprano and one of the conductors of the former imperial opera at Moscow, are available for use. Topnotch performers are plentiful, and our orchestral talent, which we believe is equal to any other in the world, receives \$150 a month. We get our music for a song, so to speak."

In Shanghai alone the broadcaster estimated a radio audience of between 140,000 and 175,000. "Within the service area of the station," he said, "there probably are about a half-million listeners. Unlike this country, one finds 60 or 70 Chinese huddled about a single receiving set, uttering not a word but listening intently to the music or words. Radio receivers are in great demand. Recently a consignment of 1,000 American sets, advertised by the importer over the station, was disposed of in three weeks. The last of the sets brought high prices."

The largest foreign industrial agencies are advertising over the station, according to its manager. Among these are Ferranti Radio, Italy-Great Britain; General Electric of China; British-American Tobacco Co.; French Radiola Sfer.; Telefunken Siemens Co., Germany; Phillips Radio Co., Holland; Marconi (China) Co.; Smith Premier Typewriter Co., U. S.; Brunswick, U. S.; Peach & Co., (furniture), of Shanghai; and Callender Cable Co., England.

"Electrical transcriptions also are being used," Mr. Osius said, and stock quotations from New York and other continental European exchanges are broadcast at intervals. Such quotations have been broadcast four minutes after their appearance on the boards in New York."

Mr. Osius plans to remain in this country indefinitely and establish an office in New York City.

Advertising Supervised By Los Angeles Stations

FIVE Los Angeles broadcasting stations, calling themselves the ethical group, have adopted standard rates and supervise all advertising copy and material which go on the air. During October each of these stations was on the air approximately 496 hours.

KFI, 50,000-watt primary outlet for NBC, sold directly 25 hours, while the network used it 258 hours for sponsored and 213 hours for sustaining features. KNX, 5,000 watts, sold directly 277 hours, and had 219 hours of sustaining programs.

KECA, NBC secondary outlet with 1,000 watts, sold directly 32 hours, was used by NBC 57 hours for sponsors and had 497 sustaining hours. KHJ, Columbia outlet with 1,000 watts, sold 86 hours directly, had 100 network hours, and 310 hours of sustaining programs. KFVB, regional station with 1,000 watts, sold 216 hours and had 280 sustaining hours.

Youthful Announcer

BILLY PAGE GILMAN, juvenile star of the Memory Lane program on the NBC Pacific Coast network, announced the Lowell-Poly preparatory school football game at Kesar stadium, San Francisco, a few days ago over KYA. The 13-year-old "announcer" is the son of NBC's Pacific Coast vice-president and general manager.

Short Wave Case Hearing Proposed

LEGALITY of the contract recently entered into by RCA Communications, Inc., with Western Union for a domestic pick-up and delivery service is questioned by the Federal Radio Commission in a petition filed with the Court of Appeals of the District of Columbia Nov. 25 in the continental short wave point-to-point litigation. The Commission also questions the status of the Mackay Radio & Telegraph Co., in the same respect, because of its inter-corporate relations with the International Telephone and Telegraph Corp.

Sections 17 of the Radio Act, which prohibits the merging of wire and wireless interests engaged in external communication, but provides for competition, is the statute involved. The Commission asks the court to clarify or modify its mandate in the case, made last January, to permit the radio body to hold such hearings as it may consider necessary to develop the information.

Certain questions, both of law and fact, are presented with respect to the legality of the new Western Union-RCA contract, as well as that of the Mackay organization. Since both companies have made applications for certain of the continental frequencies for point-to-point service, the Commission states that the court should be aware of all these facts, which could be brought out at further hearings. The whole case grows out of the allocation in December, 1928, of 40 of the available continental waves to the now defunct Universal Wireless Communications Co.

Myrt and Marge Cast

MYRT AND MARGE, the new Wrigley CBS feature, which is competing with Amos 'n' Andy in the East, requires one of the largest casts in radio. Thirty actors and musicians take part in most of the presentations, and no member of the cast appears in a double role. The William J. Wrigley, Jr. Co., sponsor, is reported to be so pleased with the reception of the feature that it is planning to buck the noted black-face comedians in the West also.

Needed--- Experienced Radio Station Men!

Commercial Managers
Salesmen
Promotion Men
Radio Engineers
Radio Operators

Men who fill these positions must be experienced and of proven ability.

If you are dissatisfied with your present connection or if you desire a promotion—the ideal opportunity is offered.

Write giving full particulars regarding your experience, references, salary or commission expected, etc.

We are not identified with any particular radio station.

All applications held strictly confidential.

George A. Mahone

Room 122

Willard Hotel

Washington, D. C.

ELECTRICAL TRANSCRIPTIONS

"If better transcriptions can be produced—the name on them will be"

Me.
N. H.
Vt.
Mass.
R. I.
Conn.
N. Y.



Pa.
N. J.
Del.
Md.
Va.
W. Va.
D. C.

EASTERN DISTRIBUTORS

Series for station sustaining features or commercial advertising.
33 1/3 r.p.m. Program list and prices on request.

Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.

CREAM of the NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by — — — —

WCSH

*Portland,
Maine*

*Affiliated with the NBC
Basic Red Network*

1000 Watts Full Time 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

RMA Fights False Television Reports

Many Radio Issues Discussed By Board in Cleveland

PROBLEMS of vital interest to the radio manufacturing industry, and bearing also on broadcasting, were discussed at a meeting of the board of directors of the Radio Manufacturers Association in Cleveland Nov. 19. Sales promotion plans, television, the patent question, the proposed sales tax on sets and other topics were discussed.

An educational campaign to check the flood of misinformation on television was planned by the RMA. Deploing many false reports about visual radio and "blue sky" stock promotion, the board took steps to advise the industry and the public regarding the true status of television. A statement will be prepared and issued by the association's engineering division of which Dr. C. E. Brigham, Newark, is the head.

Frank D. Scott, Washington legislative counsel of the association, told the board of the probability that the Treasury Department may recommend to Congress a sales tax on radio products. While action was deferred to await concrete developments, the board plans to take "any necessary and appropriate action," with due regard to the government's revenue needs and conditions in the radio industry, in cooperation with other radio organizations.

Preliminary plans for the eighth annual RMA convention and trade show in Chicago the week of next May 23. Sales promotion projects and improved radio merchandising practices were discussed at a conference of officers and directors of the National Federation of Radio Associations and the Radio Wholesalers Association with RMA board.

Closer cooperation on mutual problems has been effected between radio manufacturing and broadcasting interests through the RMA and the National Association of Broadcasters, the board agreed. Legislative advertising and other broadcasting problems are being studied by the RMA.

In recent months no important business failures among radio manufacturers have occurred, the RMA credit committee reported. Improvement of radio advertising practices and plans to effect economies in the advertising expenditures of manufacturers will be considered at a meeting soon of the RMA advertising committee.

Having a direct bearing on broadcast reception, the RMA is cooperating with several organizations to assist radio service men and to improve servicing of radio apparatus. This is in addition to the work on interference of the National Electrical Manufacturers Association and the National Electric Light Association.

Course In Radio

KANSAS State Agricultural College, Manhattan, Kan., is planning to institute a course in broadcasting technique. Public speaking as it pertains to radio will be featured.

Publishes Sales Talk

"FACTS and Fan-Fare" is the caption for an "NBC Dope Sheet," issued by Roy Frothingham, manager of the NBC sales promotion department at 11 Sutter Street, San Francisco. The bulletin contains commercial notes for sponsors and potential sponsors.

Evans the Initiator Of Remote Control

CREDIT for what is claimed to be the first remote control job belongs to Walter C. Evans, superintendent of broadcasting operations for Westinghouse, who linked KYW, Chicago, with the news room of the Chicago American for news flash broadcasts more than ten years ago. This is the story told by William J. Clark, radio editor of the American, in the Bill Schutt "Going to Press" feature over CBS on Nov. 18. Here's how it goes:

"The American inaugurated the first news bulletin service. News bulletins were put on a couple of times a day and once in the early evening. At first we sent them by messenger from the American to the radio studio where an engineer announced them. Then came a great idea to Walter C. Evans, the pioneer radio engineer, now one of the big shots in the industry.

"Mr. Evans devised a method of attaching the terminal of the telephone on my desk to the sending set on the roof of the Edison Building, and then came the 'day of days.' We broadcast news flashes directly from the newspaper office to the radio set by telephone. So far as I know it had never been done before and there was a great 'to-do' with flashlight pictures and everybody standing around wondering what it was all about. We didn't have a microphone in our office because there was only one microphone in Chicago, and that was in use at the Edison studio."

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station
Management Problems

Brevity Soul of Radio

(Continued from page 9)

when the listener was feeling a bit hungry.

Therefore, news items, say of the arrival of new head lettuce, the great orange crop or some other legitimate and interesting food detail—descriptions of savory dishes that fairly make your mouth water—word pictures of the results to be obtained from the use of this or that heater and sketches depicting some form of service would seem more beneficial to the sponsor than the sales talk filled with claims and generalities.

Ideal Program

IT ALL simmers down to the fact that the average person likes to be told a story, but has little desire to be "sold" something even if he is sitting in the safety of his home and is being paid for listening by a program of unusual entertainment.

It might be said then that the ideal program would be of some excellent entertainment reflecting the personality of the product to be sold and with a sales talk that is not too long to bore but interesting enough, because of its style, to hold the listener and create in his mind a desire for the article advertised.

Merely to list the good points of an automobile seems futile, but to tell what pleasure or safety or convenience those good points will give the user is something else again. Desire-creating sales talks

should be pictures—word pictures—definitely handled by the announcer or narrator in a friendly yet dignified manner. When that is brought about, it is reasonable to believe that there will be fewer kicks about "too much advertising on the air."

When you write your next radio show, take a tip from Salome. Don't try to tell the listener about your product—make him see it. Make him understand how he will benefit by its use, and, above all, don't bore him with too much talk. It is not recorded that Salome said a word when she began her job of selling Herod.

Brevity was her motto and it got results. Perhaps it would do the same for you. What do you think

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL
Washington, D. C.

500 Watts "I" 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

ASK THE ADVERTISER ON WNAX Yankton, South Dakota

We rest our case on the results obtained by past advertisers, and the results being obtained by present advertisers. The best recommendations we can offer are the figures showing the "Cost per Inquiry" by those who have used the facilities of our station.

Write for Facts and Figures
THE FRIENDLY AUDIENCE OF
THE FRIENDLY STATION

WNAX
1000 Watts
526 Meters 570 Kilocycles
YANKTON, SOUTH DAKOTA

A Vicious Fight Against Broadcasting

(Continued from page 10)

rusion of advertising which the can't ignore. Print this material in or alongside of your newspaper—if you have one. Keep up continuously. We will endeavor to supply a series of statements on this aspect of the problem by a number of nationally known men and women. Print these statements and reinforce them with the statements of local men and women.

3. Hammer away at the character of most radio advertising. ridicule the deep chest tones of conviction now fashionable among radio advertising announcers, poke fun at them until the listener becomes conscious of the ludicrous character of these tones and laughs at them every time he hears them. Go after the radio tune tellers, the radio pill dischargers and quack medicine men; expose the station selling insurance companies not licensed in your state; fight the land frauds and check promoters using the air. Have your radio-campaign man watch the broadcasts; he'll dig up material galore in addition to the material coming to you in the *Venue Free Press Bulletins*.

4. Dig into and publish the advances of non-commercial broadcasting stations in your state. Educational stations are constantly under fire. Commercial advertising stations are continuously trying to grab their channels and take them from the air. Most of educational stations are licensed for day-time and low-power operation only. Their number has been practically cut in half during the last five years of commercial-rampant. Get in touch with them in your state. Support them. Point out the fact that under the present system there is not room for the air for education because channels are occupied by clapnet programs and objectionable advertising.

Among Women's Clubs

5. Get in touch with the forces opposed to the commercialization of the ether. The National Congress of Parents and Teachers, with a membership of 1,500,000, has demanded the removal of all advertising from the air and is now working on a plan for a national day of non-commercial stations. Have your local parent-teacher organizations, get them to adopt resolutions pledging their support to the program of the central body. Contact your women's clubs. We will probably have some effective material for club work within a month or six weeks.

6. Oppose the reception of all commercial 'sponsored' programs in public schools as recommended by educational authorities. Let readers know that Merlin H. Aylesworth, president of the National Broadcasting Co., is the man who, as chief agent for the power companies, originated and engineered the campaign of putting utility propaganda into the mouths of college professors and other teachers to return for a retaining fee, who conducted the secret drive to fill the books of public schools with power-company propaganda.

7. The same man is now urging educators to use the facilities of the National Broadcasting Co. for educational broadcasts and is opposing the establishment of publicly owned educational broadcasting stations.

8. Let your representatives in the House, in the Senate and in the state legislature know how you feel about radio. Don't do it once and quit. Repeat your message to them at every opportunity. As one publisher wrote us: 'They come and ask my support constantly. Now it's my turn. I'll keep after them until they do what I want done.' In one state two militant publishers gained the support of the entire Congressional delegation—with one exception—in two months this fall. You have a decided advantage because Congress sensed the danger of a radio monopoly even while the publishers were soundly asleep and attempted without newspaper support to safeguard the public's rights in the ether channels. Give the radio attitude of your Congressmen and Senators ample space. They'll appreciate it, and they'll need it because the RCA crowd is getting ready to fight for its life at the impending session of Congress.

"Agitate for Taxes"

9. Agitate for a state and a federal tax of at least 10 per cent on the gross revenues of all commercial broadcasting stations. Demand the formation of a state radio commission to prevent radio frauds and prevent undue interference with reception. New Jersey already has such a commission.

10. Suggest frequently that the state government and the public-school system need at least one state owned and operated broadcasting station with sufficient power to cover the entire state.

11. Establish contact with your local amateur radio transmitting enthusiasts. Their very existence is threatened by commercial interests which desire to make use of the amateur short-wave band. They can and will assist in the campaign if you, cooperating with the U. S. Army and Navy which want to preserve the amateur bands in order to have a reservoir of trained personnel in time of trouble, will champion their cause. Material covering this phase of the campaign will be sent you shortly.

12. Emphasize the danger of uncontrolled broadcasting for the spreading of insidious propaganda. Demand a law for the separation of paid advertising from entertainment, just as the newspapers are compelled to separate advertising from editorial material and designate advertising as such whenever in makeup it resembles editorial material. Ask that each station be compelled to devote certain hours entirely to advertising and other hours wholly to entertainment and information without any advertising. Demand that the ownership of all broadcasting stations be published in sworn statements as the newspapers have to do.

13. The only factor which is putting up an organized, amply financed and hitherto effective fight for the perpetuation of the

present system of broadcasting is the Radio Corporation of America and its affiliations. To bring about any improvement in conditions it is necessary first to defeat this concern. Fortunately RCA has proceeded with such arrogance, with such disregard of the anti-trust laws and of fundamental business ethics that it hasn't a friend in the world except those directly or indirectly on its pay roll. Every denunciation of RCA is a blow for the freedom of the air. Hit hard and often.

14. Keep before your readers the fact that there are only 79 unshared channels available for stations in the United States, that RCA and Columbia through their chain service and their alliance with the American Telephone & Telegraph Co. dominate the bulk of the cleared channels and are reaching out for more.

"Congress Being Ignored"

15. Show your readers that Congress has tried in every possible way to prevent a monopoly of the air channels, even to the extent of limiting all broadcasting licenses to the period of six months only and forcing all applicants to sign waivers expressly declaring that the applicant by the granting of a license acquires no right to the use of the channel beyond the period of the license. Nevertheless through the policy of the Federal Radio Commission the will of Congress is being ignored and vested rights are in process of formation, a situation that calls for immediate corrective legislation.

16. Remember that the American Telephone & Telegraph Co. was the pioneer in soliciting radio advertising, that it originated chain broadcasting and is closely tied to the RCA group through contractual relations, agreements, division of the field and transmission service. For the latter service the telephone company, having a monopoly, has a revenue of over \$5,000,000 annually. It renders a most excellent telephone and program-transmission service, but its rates, especially for program-transmission, are very high and apparently need adjustment in line with the present-day lower price level.

Would Ally Clergy

17. Bring the evils of broadcasting supported entirely by advertising to the attention of local ministers. Tell them of the danger that uncontrolled commercial television will bring movie sex smut and idealized gangsters right into the home. Enlighten them as to the danger of radio monopoly. Show them that radio mass communication now means mass contamination. They will give you support if you will give their sermons on the radio danger special publicity.

18. If you have suggestions not covered in this memorandum, please write and outline them. We need your counsel and advice in this fight."

DON LEE, owner of KHJ, Los Angeles, recently installed a standard frequency station for the convenience of amateur radio operators. Its call letters are W6XX.

Football Broadcasts Add Color Through Parabola

COLORFUL sound details of the season's outstanding football games have been carried to listeners for the first time this year through a parabolic reflector microphone developed by NBC engineers. The device can be focused on any desired spot and can be tuned so low that its pickup of the cheers or band music will merely offer a background rather than interfere with the announcer's description of the game.

The parabola is usually placed in some commanding position, such as on the roof of the press box, and directed at the center of interest, whether it is one of the cheering sections, college bands marching on the field or the teams in scrimmage.

The new instrument consists of a regular microphone and a sound reflector which looks something like an old fashioned wooden chopping bowl. The microphone has its back to the noise source, so to speak, and faces the concave side of the reflector. The reflection principle is the same as in a searchlight, but the action is reversed.

NBC engineers worked for several years to perfect the device so that it would be flexible enough for practical use. The parabolic microphone probably will be employed by NBC shortly at all large spectacle broadcasts. It has already been used in the Times Square studio in such programs as the *Damrosch Symphonic Hour*.

Two Outlaw Operators

INDICTMENTS of two unlicensed broadcasters, whose locations and identities were traced by Department of Commerce radio inspectors, required the presence of Federal Radio Commission experts in Texas and Arkansas the week of Nov. 23. At Wichita Falls, Tex., Clive Lankford was convicted for operating an unlicensed station at Seymour, Tex., and at Jonesboro, Ark., Harold Boden, owner of an electric shop, was indicted for operating a station without an operator's license, no indictment being returned for operating an unlicensed station. The latter case was set for trial in December. Government officials who appeared as witnesses were Ben S. Fisher, assistant general counsel of the Radio Commission; George S. Smith, chief of the license division, and William E. Downey, assistant radio director, Department of Commerce.

NBC Christmas Party

ALL THE world will participate in an international Yuletide program on Christmas Eve and Day when NBC and associated stations attempt rebroadcasts of music and greetings from cities scattered far and wide around the earth. Microphones will be on duty at festivals in Rome, Paris, London, Berlin, Honolulu, Tokyo, Manila and other cities so that American listeners can eavesdrop on how other nations celebrate Christmas. Likewise, special programs will be flashed across the seas to foreign lands so they may hear America.

Copyright Question

To the Editor of BROADCASTING: In your editorial comments on "Copyrights" in the Nov. 15 issue of BROADCASTING, you make the statement that you are inclined to agree with the NAB Committee that Card Rates furnish the best yardstick for establishing copyright fees. May I take the liberty of disagreeing with that statement.

Such a yardstick would work a severe hardship on the smaller stations of the country. There is a certain minimum income without which no station can operate efficiently. In order to obtain that income in the case of the smaller stations in less populous centers, they must make their rates proportionally higher than the larger stations in cities where the potential number of advertisers is larger. On the basis you propose these stations are then taxed out of proportion to their income. As a matter of fact this is already the case with numerous local units that I could mention.

The copyright owners are apparently jealous of the seeming prosperity of the broadcasters. If the stations were each taxed a definite percentage of the business done then as the industry became more prosperous the copyright owners would share in that prosperity which I take it they would like to do. A percentage basis would provide an absolutely fair and equitable basis for fees as I see it. As a station's income fluctuates, its expense for license fees would fluctuate with it. The big station and the little are all on the same basis. The cost of license fees would then be a known, fixed percentage of the gross. And the station owner has the satisfaction of knowing that every other station owner is paying that same percentage.

Think it over.

A. S. CLARKE.

Director, WBTM,
Danville, Va., Nov. 17, 1931.

An Ultra-Modern Plant

(Continued from page 12)

of M. A. Howlett, president and general manager, Harry, commercial manager, and Eric, program and studio director. All three were born in England and reared there and in Canada. M. A. has had almost world-wide experience as lecturer, engineer, medical practitioner, publisher and business man. Harry worked many years as lecturer, engineer, salesman and announcer before coming to Cleveland. Eric is trained in theatrical and musical matters.

WHK's musical director is Louis Rich, native of Cleveland and widely known as violinist, director and composer. The vocal director is Griffith J. Jones, nationally known, especially among public schools. Public relations work is directed by Deane S. Kintner, who formerly was radio editor of the Cleveland Plain Dealer. An artists' bureau has just been formed, with Thomas Wade Lane, baritone, in charge.

Brinkley Reported Seeking Television

REPORTS are current that Dr. John R. Brinkley, former Kansas broadcaster, is considering the installation of television equipment to be operated in conjunction with his new 75 kw. broadcast station, XER, at Villa Acuna, Mexico, just across the border from Del Rio, Tex.

Brinkley, it is reported, has consulted several television transmitter manufacturers concerning apparatus. It is not definitely known whether he has completed negotiations and decided to install the station. In view of the recently expressed attitude of the Mexican authorities that Brinkley's operation of XER is not prejudicial to the United States, it is believed that they would not object to a visual adjunct.

Presumably, Brinkley would operate his television station in the continental short wave experimental television band of 2,200 to 2,300 kc. This channel band, under agreement with Canada, is shared with the United States, but the Federal Radio Commission has not assigned any American stations to it because of possible interference. The geographical separation between Canada and Mexico, however, might be sufficient to permit the simultaneous operation of visual stations without interference.

The United States is using four 100-kc. bands in the continental short wave spectrum for experimental television as well as three very wide bands in the ultra-high frequencies. Since it is evident that Brinkley desires to reach an American rather than a Mexican audience, it is concluded that he would select the lower frequencies with their greater coverage range rather than the ultra-highs, which seem to be restricted to "line of sight" transmission.

It is also reported that Mexican communications authorities are recalling a number of radio engineers who have been either studying or employed in the United States.

RMA Places Set Sales At 3,000,000 For Year

RADIO receiving set sales this year are estimated at 2,500,000 to 3,000,000 in a statement by the Radio Manufacturers Association. The usual fall production and sales increase is reported, according to RMA, and most radio factories are now in their busiest season.

Increased radio sales are expected by the association to result from the Federal Radio Commission's recent decision granting 50 kw. power to nine more stations and 25 kw. to six others. The seventh annual convention and trade show of the RMA, it was announced by B. G. Erskine, show committee chairman, will be held in the Stevens Hotel, Chicago, the week of May 23, 1932.

Commission Denies CBS Booster

(Continued from page 6)

quency. WOL contended that the District of Columbia quota should not be increased until its own request had been granted.

Some significance was attached to the fact that, immediately after the Commission's refusal to grant the booster proposal, CBS entered into an arrangement with WJSV, Alexandria, Va., just across the Potomac from Washington, whereby that station beginning Nov. 24 would carry "Kaltenborn Edits the News," which is sponsored by the S. W. Straus Co., New York. CBS has been unable to place this account in Washington due to conflict with local commercials on WMAL.

While the arrangement with WJSV was made with the consent of WMAL, it was seen as a possible wedge for a second CBS outlet in the Washington area, especially since CBS sought the booster largely because of its inability to get more hours on WMAL.

Before denying the application, the Commission, by a 3 to 2 vote, rejected the Lafount proposal that the application be granted. Mr. Lafount proposed favorable action upon terms which would prescribe that the exact location of the station be subject to Commission approval; that the equipment be the most modern available; that it be required to operate on 860 kc. and be synchronized by wire with WABC; that the maximum power

be 250 watts; that the Radio Division of the Department of Commerce check carefully the effects of the operation and the Engineering Division of the Commission make additional surveys, together with other checks and reports every 6 days by CBS; and that no assurance be given CBS that a renewal license will be issued. The granting of a renewal would have depended upon the apparent necessity for continuing the experiment.

EVERY bed in the nineteenth unit of Mount Sinai Hospital in New York City has a "radio pillow" made of rubber in which a receiving set is so arranged that the patient can listen to the broadcasts without raising his head.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Position Wanted

Present general manager of 1 kw. station, former director of other stations seeks position in Sales Department of a live Broadcaster. Anxious to again active in Sales solicitation. Qualified and experienced. Only reasonable compensation expected and will gladly contribute development work. North or Western location desired. Address Box 2, BROADCASTING.

The HAY-ADAMS House

WASHINGTON, D. C.
(Opposite White House)

HOTEL-APARTMENT

Reservations Now Being Made

From one room and bath to 7 rooms and 3 bath
Electric refrigeration, running ice water.

TRANSIENT TARIFF

Single Rooms from..\$4.00
Double Rooms from. 6.00
Larger Suites in Proportion



NATHAN SINRO
Manager

// - - consistently pleasing
the larger audience on
KSTP //

10,000 WATTS
100% Modulation

▲
Full Time Schedule
19 Hours
Daily
▼



Listeners in the Twin Cities and adjacent Northwest rural and urban communities depend on KSTP for their principal radio entertainment. The famous Weber and Fields comedy team is one of the many outstanding features presented by this station.

Day and night throughout the year, the larger radio audience in the great Twin Cities and surrounding Northwest market listens most to KSTP because this station broadcasts by far the heaviest schedule of the outstanding entertainment features. Such listener approval assures a better response to the advertising message. It will pay you to add KSTP to your sales staff right now.

▲
STUDIOS
Hotel Radisson
Minneapolis
—
St. Paul Hotel
St. Paul
▼

SAINT PAUL — MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

WHAT STATION DOMINATES★ THE RICH MARKET OF CHARLOTTE, N. C.?



WBT
OF COURSE!!

Let listener preference answer that question

Just a moment, *please!* Before you convict us of tooting our own horn, please understand that, if we do so, at least we *did not write the music!* The facts given here were extracted from the second study of radio popularity conducted and audited by Price, Waterhouse & Company, which facts show that:

IN CHARLOTTE♦ 86.7% OF ALL
LISTENERS PREFER WBT

IN CHARLOTTE'S PRIMARY LISTEN-
ING AREA‡ 92.9% PREFER WBT

It is difficult to boil down the forty-five pages of method, data and tables of the comprehensive Price-Waterhouse survey into a few lines and tell the whole story. But if you want to do a *real* job of promoting a product in this section via broadcast advertising, you'll ask us to see that *all* the story reaches you!

♦ Population, 82,675. ‡ Population, less Charlotte population, 367,680.

STATION WBT INC.

Key Station of the Dixie Network of the . .
COLUMBIA BROADCASTING SYSTEM
Wilder Building, Charlotte, North Carolina

★ WBT is in the unique position of being the only high powered station serving two neighboring states. Its 5,000 watt transmitter dominates by at least a 5 to 1 ratio every other station in North and South Carolina. It is, moreover, the *only* radio station in Charlotte, N. C.

BROADCASTING

Published Semi-Monthly • Vol. 1 No. 5 WASHINGTON, D. C., DECEMBER 15, 1931 • \$3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

Announcing
RUDOLPH FRIML
in
"LAND O' FLOWERS"

Now being broadcast over a coast-to-coast group of stations, sponsored by the Florists' Telegraph Delivery Association.

This is one of the most outstanding programs of the current broadcasting season.

The series presents Rudolph Friml, foremost living composer, directing his own vocal and orchestral group in his own compositions and featuring his solo piano interpretations.

IT IS A NATIONAL RADIO ADVERTISING PRODUCTION

ORIGINATORS AND PERFECTERS
NATIONAL RADIO ADVERTISING
Inc.
OF ELECTRICAL TRANSCRIPTIONS

New York: 120 West 42nd Street, Wisconsin 7-2391

Chicago: 410 N. Michigan Ave., Whitehall 4368

Detroit: 4-237 General Motors Bldg., Empire 8220

Hollywood: 6425 Hollywood Blvd.

ATLANTIC CITY ♦

A City of Homes in addition to
its Famous Hotels and Boardwalk

5000 WATTS

WPG

CLEARED NATIONAL
CHANNEL

IN THE PUBLIC EYE ♦ ♦ ♦

Atlantic City is visited by millions from all parts of the world—its doings and activities are of interest at all times.

During a recent three-month period WPG acted as KEY STATION for the entire Columbia Broadcasting System 61 times.

Over a million radio sets located in the good service area of WPG.

Our location on the Atlantic seaboard gives a strong over water signal the length of the entire coast. The listener tunes to—WPG for programs they want to hear—tell them your story.

A radio survey by the Columbia Broadcasting System shows a

population over ten million in the good coverage area of WPG. In addition a summer inquiry directed to the chambers of commerce in a limited list of cities with a population over five thousand shows:

*WPG is listened to regularly by—

30 cities in Connecticut

22 cities in Florida

23 cities in Maine

34 cities in Massachusetts

13 cities in New Hampshire

6 cities in Rhode Island

12 cities in Vermont

*Above list is in addition to figures shown in good coverage market data.

(List of individual cities in each state may be had upon request.)

MARKET DATA

Local Coverage

Population	256,193
Families	62,486
Radio Sets	28,539
Radio Listeners	88,470
Residence Telephones	25,461
Passenger Automobiles	49,413
Bank Deposits	\$127,875,000

Good Coverage

Population	10,086,918
Families	2,460,223
Radio Sets	1,094,947
Radio Listeners	3,394,336
Residence Telephones	975,329
Passenger Automobiles	1,416,974
Bank Deposits	\$5,841,079,000

1930 census figures recently released show New Jersey leads all states in percentage of families having radio sets—(63.3% own radio sets)

When picking your broadcast media, select one that is quick to respond—an ideal proving ground—WPG

WPG

DOMINATES THIS RICH TERRITORY WITH AN INTENSE
COVERAGE

*No other broadcast transmitter
within 60 miles*

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON
THE FAMOUS BOARDWALK, ATLANTIC CITY

TALENT

Available for

**BROADCASTING
PHONOGRAPH RECORDING
SOUND FILMS
VAUDEVILLE
CONCERTS
LECTURES
PUBLIC FUNCTIONS
PRIVATE ENTERTAINMENT**



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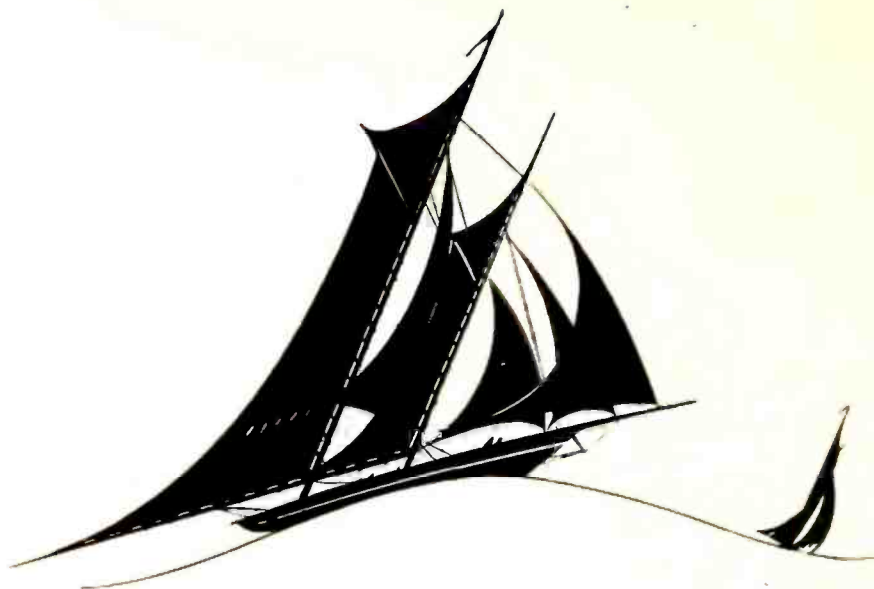
ARTISTS SERVICE

George Engles • Managing Director

NO OTHER BOOKING AGENCY IN THE WORLD
OFFERS A MORE BRILLIANT ARRAY OF STARS,
NOR A BROADER SELECTION OF REPRESENT-
ATIVE ARTISTS IN THEIR RESPECTIVE SPHERES

**250 POPULAR RADIO STARS
105 EMINENT CONCERT ARTISTS
40 NOTABLE WORLD FIGURES
30 FAMOUS ORCHESTRAS**

NEW YORK • 711 Fifth Avenue
CHICAGO • Merchandise Mart
SAN FRANCISCO • 111 Sutter Street
PORTLAND, Ore • Public Service Bldg.



Riding the Element... Like a Living Thing!

FOR SIX YEARS THE BELL LABORATORIES have been studying the science of spot broadcasting by electrical transcription. From these laboratories today comes Western Electric Noiseless Recording. Tones that ride the element like a living thing. Every hint of extraneous surface background is swept away. The musical range is almost doubled. *♪ ♪ ♪* When your advertising calls for fresh expression; when your sales need stimulation; when you want to spot your radio programs in your sales areas and not waste money broadcasting elsewhere—think of this! *♪ ♪ ♪* This new method for spot broadcasting is now offered to national advertisers* by the World Broadcasting System Inc., and its subsidiary, Sound Studios of New York, Inc., licensee for Western Electric noiseless recording. *♪ ♪ ♪* Programs of World Broadcasting System, Inc. are the aristocrats of radio productions. There is nothing finer. Advertising and sales executives wishing information on this remarkable forward step in radio procedure are invited to write for the booklet SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building

50 West 57th St., New York



SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
 179 King Street W., Toronto 6-242 General Motors Building, Detroit 333 N. Michigan Avenue, Chicago Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

*Already the list of users includes such leaders as:
 Chevrolet Motor Co.; Edna Wallace Hopper, Inc.;
 Life Savers, Inc.; Maxwell House Coffee; Phil-
 lips' Dental Magnesia; Louis Phillippe, Inc.;
 Jocur (Wave-Set); Remington Rand, Inc.; John
 H. Woodbury, Inc.; United Drug Co., Inc.; Vick
 Chemical Co.

BROADCASTING

The NEWS MAGAZINE of THE FIFTH ESTATE

Vol. 1, No. 5

WASHINGTON, D. C.

DECEMBER 15, 1931

\$3.00 PER YEAR—15c A COPY

Commission Orders Drastic Rule Revisions

By SOL TAISHOFF

Longer Licenses Proposed as Robinson Urges Longer Terms; Station Break and Transcription Rules Are Relaxed

THE MOST comprehensive regulatory program it has undertaken the Federal Radio Commission this week ordered a revision of existing regulations, designed to alleviate hardships on broadcasters, and simultaneously it recommended to Congress sweeping amendments to the Radio Act of 1927, which, if passed, might seriously hamper the broadcast industry.

The strict one-year limitation on broadcast licenses, as against the five-year provision in the law, is the most important of the series of recommendations made in a separate memorandum submitted to the Senate and House radio committees.

An anti-lottery law that is hampering broadcasters, stations and networks alike, a degree that was not hoped for by radio's most ardent enemies is a second recommendation. The right to suspend broadcast licenses for 30 days—the same recommendation made last year—is a third important Commission suggestion. (See page 7 for full text of the Commission's legislative recommendations to Congress.)

Its new rules and regulations, to become effective Feb. 1, the Commission, however, rectified some of the present severe limitations upon broadcasters. The strict provisions of the transcription and graph regulation, formerly in General Order 78, were relaxed, so that the language used in describing such productions is left optional, provided it is "clear." Station breaks no longer are mandatory each 15 minutes by the revision in General Order 8.

Letters may be announced as frequently as practicable during hours of operation, at least each 30 minutes, but this requirement is waived in a single consecutive speech would be interrupted.

Other salient changes included in the new rules and regulations are a codification of all general orders and the slight modification of General Order 102 on quota

BROADCASTERS and advertisers alike will view with interest the sweeping changes effected by the Radio Commission in its new rules and regulations. Liberalization of the transcription and station break regulations, as well as the compliment paid to broadcasters by Chairman Saltzman in the Commission's annual report, will please all. But in the Commission's proposals to Congress for amendment of the Radio Act there is reason for concern. This article, while pointing out that the Commission has mixed the bitter with the sweet in its comprehensive changes, ordered and proposed, holds that the acrid predominates.

distribution; a change in General Order 105 covering the broadcast day to make it apply to half-time stations; changes in the unit values of certain classes of stations; important changes in legal procedure whereby applications can be granted without hearings under certain conditions; elimination of affidavits as evidence at hearings and liberalization of provisions for taking of depositions. The new code is honeycombed with modifications of the old general orders and the Commission's rules of practice and procedure.

The Commission mixed the bit-

ter with the sweet in its overhauling program, but the acrid predominates. The new rules and regulations, the confidential recommendations to Congress and the Commission's annual report are the documents in which these matters are covered.

Robinson Proposal:

COINCIDENT with the Commission's recommendations, Commissioner Ira E. Robinson made a plea for longer licenses for broadcast stations. "I believe that the time is near at hand when broadcasting

licenses should be issued for a longer period than six months," he said. "There are good reasons for this in behalf of the public and the industry, which I need not now set forth. Besides a longer license will stabilize the industry. Of course, the remedy of revocation is always at hand when we find a license is not being used in the public interest.

"Maybe it would be well to award a reasonably long license to the stations which have proved their worth in the public interest and a shorter license to those about which we are not so sure in that particular. Anyhow, broadcasting is on a better public basis than formerly."

The Commission proposes, in its Congressional recommendations, that "no license granted for the operation of a radio station shall be for a longer term than one year, and any license granted may be revoked as hereinafter provided." It suggests further that upon the expiration of any license, a renewal may be granted from time to time for a term not to exceed one year, but that the Commission action "shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

The necessity for longer licenses, to safeguard the investments of broadcasters, was also emphasized by Philip G. Loucks, managing director of the National Association of Broadcasters, in commenting on the Commission and the Robinson recommendations. The NAB executive committee, at a meeting last month, approved three-year licenses such as the law provides.

"The Commission is demanding that broadcast stations spend large

sums of money for new and more efficient equipment and at the same time is demanding that program standards be elevated," Mr. Loucks said. "In setting up standards for equipment and service, the Commission is treating broadcasting, now carried on under six-month licenses, as a stabilized business. No business, of course, can enjoy any satisfactory degree of stability as long as its legal life is limited to six month periods.

"Many of the legislative, legal, economic and program difficulties

Station Breaks

"Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible."

Transcriptions

"A mechanical reproduction shall be announced as such just before it is broadcast, except when its use is merely incidental, as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

- (a) "This is a mechanical reproduction."
- (b) "This is a player-piano record."

—From new rules and regulations of Federal Radio Commission, effective Feb. 1, 1932.

which now confront broadcasting can be traced directly to short-term licenses. As long as Congress deemed it advisable, in the very early youth of broadcasting, to grant licenses for but three months, the industry was willing to tolerate unsettled conditions. But under the present law three-year licenses are authorized. It is in the interest of better regulation, better service and better business that licenses be granted for the statutory period. By granting licenses for statutory period the Commission can aid materially in carrying out the provisions of the Radio Act of 1927 and at the same time make possible improvement of program service. It is within the power of the Commission to grant longer licenses, and broadcasters must insist upon this necessary aid to stability."

Suggested Legislation:

ASIDE from the proposed amendments already enumerated, the Commission again recommended revision of the zone system to exclude territorial possessions from the zones. Section 4 of the existing law, dealing with hearing procedure, courts and the summoning of witnesses, would be rewritten virtually in its entirety. A new sub-section would be added giving the Commission authority to require the painting or illumination of radio towers wherever they constitute a menace to air navigation.

For the express purpose of striking at Dr. John R. Brinkley, deposed Kansas broadcaster now operating XER, at Villa Acuna, Mexico, the Commission recommended the writing of a new section which would make it unlawful to transmit by wire any program originating in the United States intended to be retransmitted by broadcast stations "in any foreign country" without first obtaining the Commission's permission. Brinkley has announced intentions of maintaining a half-dozen remote control studios in this country to be linked with his 75 kw. Mexican transmitter.

The Commission asks authority to suspend licenses for a period not to exceed 30 days as an added clause to the revocation provisions of the law. In the case of suspension pending hearing, the Commission proposes that the licensee, upon demand, be entitled to an "immediate hearing" pending determination of the case. Broadcasters last year expressed vigorous opposition to this proposal on the ground that the public, rather than the station, would be penalized by loss of service for the purported sin of the station.

Revision of the appeals provisions, whereby an appeal would be permissible from a construction permit or from any other decision or order of the Commission, is recommended.

The new codified rules are incorporated in a thick document of some 160 pages, completely annotated and cross-indexed. The volume will be sent to all stations within a few days, and copies will be procurable at the Commission's offices. While the rules do not become effective until Feb. 1, the Commission is distributing them in advance to allow all licensees ade-



General Saltzman



Judge Robinson



quate time within which to become familiar with their terms.

Quota Rule Modified:

GENERAL Order No. 102 is revamped to make it less stringent. In principle, the Commission retained the main provisions of that order but provided that where there will be no interference, regardless of quota, some slight deviation from the rigid mathematical formula in determining quota will be permitted. It added these two paragraphs:

"When the application is from an underquota state, and is for facilities, which, if granted, would not cause additional interference with any station, or stations, now licensed, then the above paragraphs (A to E inclusive) may be disregarded.

"Since the act provides for the equalizing of radio facilities among zones and among states 'as nearly as possible,' the Commission may allow a slight departure, plus or minus, from an exact mathematical estimate."

Practices and procedure before the Commission make up the second part of the new rules and regulations, and a number of important changes are made. Any party to a proceeding before the Commission may appear henceforth in person or be represented by an attorney. The rule adds, however, that any person so appearing must conform to the standard of "ethical conduct required of practitioners before the courts of the United States," whether he be layman or attorney.

Hearing Not Necessary:

MOST important is the new provision that any application properly filed and conforming with the regulations may be granted by the Commission "without a hearing" if it appears conclusive that such action would be in the public interest and would not adversely affect the interest of any other party. Provision is made, however, that any such grant shall be conditional for 20 days and may be suspended and reconsidered. Parties aggrieved by such decisions may obtain a hearing upon application within 20 days, but the scope of the hearing will be confined to the

issue contained in the protest and not "as evidence of the facts."

Protesting parties must file with the Commission in writing an objection directed to the action complained of, such protest being executed and sworn to by a person having knowledge of the facts therein stated. They also must file a statement of the protestant's interest in the matter, and a terse, yet complete statement of the facts which the protestant expects to prove upon hearing.

The provision was drafted to forestall the filing of appeals on grounds that no proper hearing was allowed by the Commission. The Commission has been defeated in the courts in a number of instances on this ground, and holds it is authorized to follow such procedure under the law.

The Commission specifies that when an applicant has an application pending and undecided, other inconsistent or conflicting application filed by or upon behalf of the same party will be accepted for consideration. This means that applications will be confined to one issue at a time. Further provision is made that applicants must come to hearings fully prepared to present evidence and that if evidence is not offered defaults will be entered and the Commission will deny the applications.

New Evidence Rules:

AFFIDAVITS are eliminated as evidence on the ground that they are not really probative of the issues, are not the proper type of evidence and legally are of little value. As a compensation, the Commission liberalized conditions surrounding the use of depositions at hearings, which are held to better evidence.

Oral arguments before the Commission may be requested by any party eligible to participate in the original hearing before an examiner or less than a quorum.

(Continued on page 25)

Little Attention Given Radio In Opening Week of Congress

White Omnibus, Dill Radio Division Transfer and Anti-Lottery Bills Are Introduced

BY MARTIN CODEL

CONGRESS convened on Dec. 7, but during its first week paid scant attention to radio. That is not to say, however, that radio legislation will be entirely ignored during the Seventy-second Congress, the sessions of which probably will continue until close to the presidential nominating conventions next summer. Even the first week brought several radio bills into the legislative hopper, with the practical certainty that many more are to be introduced.

Both NBC and CBS made efforts to broadcast the opening sessions, especially the election of the Democratic Speaker of the House, but their requests for authority were rejected because of the fear of House leaders that the public might gain an impression that Congress was simply "putting on a show." Both networks flashed the report of the opening, CBS featuring the reading of President Hoover's message by Frederic William Wile and NBC carrying its regular William Hard talk.

The President's message to Congress carried no mention of radio, which is being construed as a silent expression of satisfaction with the present situation. Not so silent, however, are the Congressmen and Senators, but they are not yet very effusive about radio. This was

plainly due to uncertainties regarding the organization of their respective houses and committee assignments.

Davis New Chairman

IN THE House, Rep. Ewin Davis, Democrat, Tennessee, is now chairman of the Committee on Mari and Fisheries, which has charge of radio legislation there. In the Senate, Senator James Couzens, Republican, Michigan, continues chairman of the Committee on Interstate Commerce, charged with radio. Neither has definite plans for calling hearings on radio, Senator Couzens' office informing BROADCASTING that there was little likelihood of radio hearings there on account of more pressing economic problems facing Congress. Senator Couzens will shortly reintroduce his bill creating a Commission on Communications to regulate wireless communications as well as radio and to replace the Federal Radio Commission, but he sees little possibility of action on it this session.

Rep. Davis was the first to be heard on the subject of radio at Capitol Hill. To newspapermen criticized excessive radio advertising and declared that the Radio Commission has failed to take necessary steps to curb it. He indicated that hearings may be held

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Radio Commission's Legislative Proposals to Congress . . .

Following are the amendments to the Radio Act of 1927 proposed by a separate report to the Senate and House radio committees by Chairman Charles McK. Saltzman on behalf of the Federal Radio Commission:

That it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That subparagraph (f) of Section 1 of the Radio Act of 1927 (47 U.S.C.A., Sec. 81), amended by inserting after the words "within the," the words "jurisdiction of the," so that as amended said subparagraph shall read: "or (f) upon any aircraft or other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license that befall granted under the provisions of this Act."

Sec. 2. That Section 2 of the Radio Act of 1927 (47 U.S.C.A., Sec. 82) be, and the same is hereby amended by striking out the whole said section and by inserting in lieu thereof the following:

"Sec. 2. For the purposes of this Act the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

The Virgin Islands, Porto Rico, Alaska, Guam, Eastern Samoa, and Hawaiian Islands are expressly excluded from the zones herein established, but this Act shall apply to them with equal force and effect."

Annual Elections

Sec. 3. The first paragraph of Section 3 of the Radio Act of 1927 (47 U.S.C.A., Sec. 83) is amended by adding at the end thereof the following: "The chairman shall be elected annually. The Commission shall also elect annually a vice chairman, who shall act during the absence or disability of the chairman or in case of a vacancy in the office of chairman, with all the powers and duties of the chairman."

Sec. 4. Paragraph (f) of Section 4 of the Radio Act of 1927 (47 U.S.C.A., Sec. 84) is amended by striking out the words "in the character of emitted signals," and

inserting after the word "unless" the words "after a public hearing," so that as amended the proviso will read as follows: "Provided, however, That changes in the wave lengths, authorized power, or in the times of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, in the judgment of the Commission, such changes will promote public convenience or interest or will serve public necessity or the provisions of this Act will be more fully complied with."

Paragraph (k) of said section is amended by striking out the first sentence and by inserting in lieu thereof the following:

Procedure Modification

"The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and the ends of justice. The Commission may hold public hearings and order testimony to be taken by deposition, at any designated place, in connection with any proceeding or investigation under the provisions of this Act; and require by subpoena the attendance and testimony of witnesses and the production of documentary evidence, from any place within the jurisdiction of the United States, at any designated place of hearing. Any member of the Commission, or any examiner or other officer or employee thereof, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpoenas, administer oaths, ex-

amine witnesses, and receive evidence at any place within the jurisdiction of the United States designated by the Commission. In case of failure to comply with any subpoena or in case of the contumacy of any witness appearing at any hearing before an examiner, the Commission, or a division or employee thereof, the Commission may invoke the aid of any district court of the United States. Such a court may thereupon order the witness to comply with the requirements of the subpoena, or to give evidence which is relevant to the matter in question; and any failure to obey such order of the court may be punished by the court as a contempt thereof.

"A majority of the Commission shall constitute a quorum for the transaction of business, but no Commissioner shall participate in any hearing or proceedings in which he has a pecuniary interest. The Commission may, from time to time, make or amend such general rules or orders as may be requisite for the order and regulation of the proceedings before it, including forms of notices and the service thereof, which shall conform, as nearly as may be, to those in use in the courts of the United States. Any party to any proceeding may appear before the Commission or any division thereof or before an examiner or other member, officer, or employee of the Commission holding any hearing and be heard in person or by attorney. Every vote and official act of the Commission, or of any division thereof, shall be entered of record, and its proceedings shall be

public upon the request of any party interested. In every case where a hearing or investigation is held pursuant to the requirements of this Act, the Commission shall file with its decision or order, and make public an opinion or memorandum opinion in writing stating the reasons for its decision or order, and where a hearing or investigation has been held upon the merits of any matter, shall file with its decision or order and make public a written report in respect thereto which shall state the findings of fact and conclusions of the Commission. A copy of such order or decision, together with the opinion, and findings and conclusions if made, shall be forthwith served upon each party to the proceeding.

Deposition Rules

"The Commission may order testimony to be taken by deposition in any proceeding or investigation pending under this Act at any stage of such proceeding or investigation. Such depositions may be taken before any person designated by the Commission and having power to administer oaths. Such testimony shall be reduced to writing by the person taking the deposition, or under his direction, and shall then be subscribed by the deponent. Any person may be compelled to appear and depose and to produce documentary evidence in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission as hereinbefore provided.

"Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the courts of the United States, and witnesses whose depositions are taken and the persons taking the same shall severally be entitled to the same fees as are paid for like services in the courts of the United States. Witnesses shall be paid by the party at whose instance they are called.

"No person shall be excused from attending and testifying or answering any lawful inquiry or from deposing or from producing documentary evidence before the Commission, or any member, examiner, or other officer or employee thereof, or in obedience to the subpoena of the Commission, whether such subpoena is signed or issued by one or more Commissioners, or by any other person duly authorized, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or upon the taking of any deposition herein provided for, on the ground that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture. But no natural person shall be prosecuted or subject to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled under oath so to testify, answer, or produce evidence, documentary or otherwise.

(Continued on page 36)

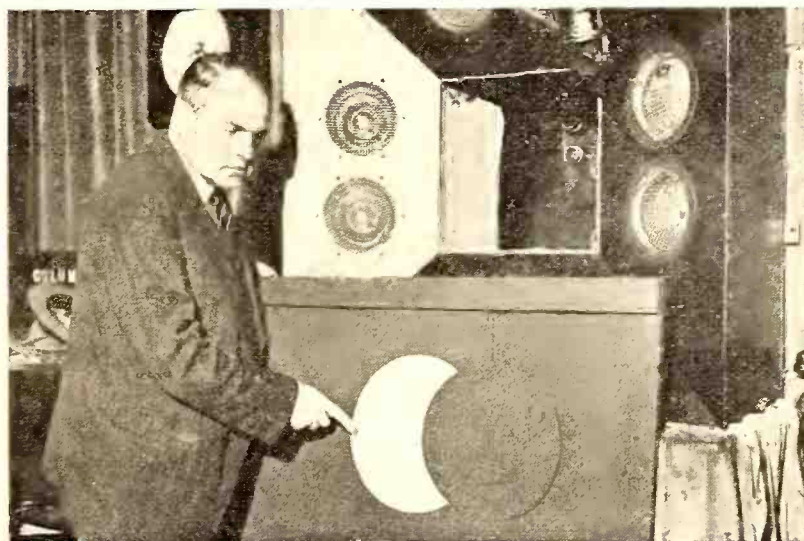


Photo by International Newsreel

Televising an Eclipse of the Sun

O. H. CALDWELL, editor of ELECTRONICS and RADIO RETAILING and former Federal Radio Commissioner, speaking before the Amateur Astronomers Association at the American Museum of Natural History, New York, Dec. 2, demonstrated how the solar eclipse of Aug. 31, 1932, can be broadcast by television with this novel equipment set up in the television studio of CBS in New York.

A large-screen Jenkins visual receiver was set up on the stage

of the auditorium and through its screen the members of the association watched the black disk of the moon blot out the bright orb of the sun. They also saw Dr. Clyde Fisher, their president, appear on the television screen to explain the progress of the eclipse, which Mr. Caldwell asserted can be televised when it occurs next year and shown to the entire country even though it will only be visible actually over a narrow track across New England.

Chicago Stations Plan Housecleaning

Strict Standards for Radio Advertising Will be Adopted At Meeting This Month; Business Bureau Aiding

By HAL TOTTEN



Hal Totten

IT'S WASH-DAY for radio advertising in the Chicago district.

When the scrubbing is completed in the near future, listeners served by Chicago stations will be able to rely upon advertising carried by those stations as being truthful, clear and fair. There will be no throat-cutting, no over-advertising, no misleading or false statements, no covering-up and nothing disparaging or offensive in the sponsored programs offered by the Chicago broadcasters.

Chicago broadcasting stations have been offered a cooperative opportunity of cleaning up their commercial broadcasts, and they have entered into the task diligently. And if any "naughty" little Chicago broadcaster does not fall in line with the move for confidence and cleanliness, the Better Business Bureau of Chicago, which brought the matter originally to the attention of the stations, promises full cooperation and support in the form of action before the Federal Radio Commission against any station in the district that fails to comply with the code adopted by the majority of the broadcasters.

The first step in this self-regulating move on the part of the Chicago stations was taken on Dec. 2 when representatives of eleven Chicago broadcasting units met with Flint Grinnell, general manager of the Better Business Bureau of Chicago. The broadcasters represented were from WMAQ, WENR, WBBM, WLS, WSBC, WCFL, WIBO, KYW, WAAF, the CBS and the NBC. Mr. Grinnell reminded them that certain radio advertising practices were getting a bit lax, to say the least, and asked if something couldn't be done about it. As a suggestion he offered a tentative draft of "standards of practice" to govern the local situation.

The stations immediately took the draft under advisement, and a meeting was scheduled for Dec. 29. At that time the code, revised by the stations as they think advisable, will be submitted to each station with an invitation to sign it and abide by it.

Mr. Grinnell explained that his organization will continue to cooperate to the fullest extent with the stations and that failure on the part of any Chicago station to conform to the standards advanced by the majority will be regarded by the Chicago Better Business Bureau as sufficient cause to file a complaint with the Federal Radio Commission on the ground that persistent violation of the standards constitutes an offense against public interest, convenience, and necessity.

The recommended Standards of

Practice for the Acceptance of Broadcast Advertising, as the code is called, is to be presented for the stations' approval in the following form:

Text of Proposals

"AN AGREEMENT—We, the undersigned, hereby agree that we will conform to the following provisions of the Standards of Practice, adopted by the National Association of Broadcasters, on March 25, 1929, as follows:

"1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter that would commonly be regarded as offensive.

"2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, so that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the radio audience.

"3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

"4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

"5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

"6. Every broadcaster shall strictly follow the provisions of the Radio Law of 1927 regarding the clear identification of sponsored or paid-for material.

"7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals or to competing products or services, except where the law specifically provides that the station has no right of censorship.

"It is further agreed that in the enforcement of these Standards of Practice we will cooperate with the Better Business Bureau of Chicago to the end that the highest standards of broadcast advertising be maintained; and that for the guidance of station managers and salesmen the following standards will be used to determine the acceptability of contracts for broadcast advertising:

Standards for Advertising

"1. Superlatives and Unproven Statements—Unwarranted superlatives, exaggerations and unproven statements shall be considered as not acceptable.

"2. Ambiguous Statements—No statements capable of misunderstanding shall be acceptable. This is to avoid the possibility of deception.

"3. Infringements—No program will be accepted which through plagiarism or imitation will have a

tendency to deceive or confuse the radio audience.

"4. Disparaging Statements—No broadcast will be accepted which disparages or reflects on competitors or their products in any manner.

"5. Offensive Statements—No program or announcement will be accepted that is slanderous, obscene, profane, vulgar, repulsive or offensive in either theme or treatment.

"6. Bait—No bait broadcasts will be acceptable. (Baiting is the practice of offering at a low price merchandise which the advertiser does not intend to sell but uses as a come-on to sell higher priced goods. An example would be the use of well-known brands or trade-names when only a very limited quantity in undesirable patterns is available.)

"7. Seconds, Not First Quality, Rebuilt—Seconds, reconditioned, or merchandise of imperfect quality shall be so designated in all broadcasts.

"8. Guarantees—All statements relative to guarantees shall be direct, qualify as to the exact meaning, and be without subterfuge of any nature.

"9. Time Limit—When 'Time Limits' are accepted in broadcasts, such as 'from 9 to 12 Monday morning,' the advertiser should understand that the sale must be continued at that time. Otherwise the 'time limit' ceases to be of value.

Proof Required

"10. Direct From Factory—No claims, such as 'Direct from factory to you,' or other statements creating a factory appeal, will be considered as acceptable unless supported by proof of their accuracy from the advertiser.

"11. Wholesale—No claims of selling at wholesale to the public will be acceptable unless positive proof is given of the accuracy by the advertiser.

"12. Going out of Business; Bankrupt—Going out of business sales, closing out sales, fire and bankrupt sales, and others covered by the Illinois statute regulating distressed goods sales will be considered as not acceptable until proved bona fide and until a license to conduct such a sale is obtained from the city clerk by the advertiser.

"13. Comparative Prices—Comparative prices are susceptible to misunderstanding if employed and should never be used to mislead or deceive the public.

"14. Overloading—This station will not permit the overloading of a program with advertising matter either through announcements or by too frequent mention of trade names and products.

"15. Reputation—No advertising matter, announcement or program will be accepted by this station which may, in its opinion, be injurious or prejudicial to its reputation or to honest advertising and the good will of its audience."

There were 20 radio stations originally invited to take part in the discussion and to participate in the drawing up and signing of this set of standards. They include member stations of the NAB as well as the others. It is not expected that all of the stations in the district will sign, but the major ones—or most of them—have indicated their intention to do so and a strict watch is going to be established with action promised against all violators.

Mellon Urges A Tax On Sets, Messages

A FLAT five per cent tax on "manufacturers' sales" of radio and phonograph equipment and accessories and a graduated tax ranging from five to ten cents a charge for radiograms, telegraph cable and long-distance telephone messages, were recommended to Congress Dec. 9 by Secretary of the Treasury Mellon. These taxes were included among the so-called luxury taxes recommended by the Treasury as a means of deriving revenue to help offset the \$2,000,000,000 deficit facing the government for the current fiscal year.

No estimate was made by Mr. Mellon or Internal Revenue official as to the amount of revenue the Government hoped to realize from the radio taxes alone. It was stated officially that these figures had not been broken down, and might vary widely from the estimates. It was plainly intimated that it might arouse the opposition of the various industries involved to stipulate that a given contribution was expected.

There is no assurance that Congress will enact the new tax schedule so that the taxes would become immediately effective. Democratic leaders in the House, where such legislation must originate, indicated that they would take their time, and that six months might elapse before a schedule is worked out.

The Treasury does not intend to suggest a tax on the "sponsorship program" receipts of stations as proposed by Representative La Guardia, Republican, of New York. Internal Revenue officials said that broadcasting stations, like other corporations and organizations, would be affected in any possible increased taxation through income and corporation tax increases, rather than on such an intangible commodity as the program itself. The suggested Treasury tax on telephone, telegraph, cable and radio messages is five cents for charges in the amount of 14 to 50 cents and 10 cents for rates in excess of 50 cents.

Cuts Off "Sexy" Song

JOHN L. CLARK, program director WBZ-WBZA, Boston, recently cut the program of Joe Rines, dance band leader, off the air when the latter scorned the station's ban on sexy songs and started to sing "Here Comes the Missus." Clark was attending a luncheon of the Boston Advertising Club, which was being entertained by Rines when he ordered the broadcast halted.

A Calm View of Radio by a Newspaper Man

By A. L. MILLER*
President, Battle Creek Enquirer-News

Menace to Press is Minimized by Publisher-Broadcaster; Possibility of Cooperative Advertising is Predicted



A. L. Miller

SUCH information as we have on radio, and radio related to the newspapers, comes from two sources. One, our knowledge of the discussion now going on in publishing circles and, two, our own experience in operating a small radio station. The Battle Creek Enquirer-News owns and operates WELL, Battle Creek, 50 watts, 1420 kilocycles. This knowledge does not qualify us as an authority on the subject. It does not permit us to know what the publishers should think about the radio competition or what they could do about it. Our opinions on the matter, such as they are, are our opinions only. They may not be your opinions. They are offered as the law and gospel of the situation, but as our own guess on some aspects of it. And there of course is the possibility that we may guess wrong. The one possibility applies to much the other opinion, some of it very positive, offered on the subject.

On the general proposition of radio competition with the newspaper, there is no question but that it now exists in advertising. It probably exists to some extent in news dissemination. In this particular I do not think the competition is as serious as is sometimes imagined. But, at any rate, we are in a new world and a changing world. Changes so vast that thejectives sought to describe them have become frazzled and flabby. We have occurred during the years in which I have been coming to these conferences and meetings. The radio is a part of that change. The present public mind, its interests, its habits, its "wills" and its "won'ts" are a part of it. We may sigh sometimes for the brave days of the past, but we can't have them back. Radio is part of the new situation. So is the telephone, which enables me to take up the receiver, ask for New York or San Francisco and get the number almost as quickly as a number in my own city.

Retaliation Obvious

DON'T think radio is as harmful or as menacing to the newspaper business as is sometimes imagined—but if it were I don't know what could be done about it. One of the retaliations suggested is so obvious in its application that it would scarcely seem to have

needed suggestion. Keeping out of the newspaper free radio advertising; keeping out advertising names; keeping radio programs down to reasonable limit and within the news demands; refusing free publicity to promote a feature whose expenditure is confined to the radio, when the feature represents a stunt, or an advertising project rather than news—these all seem to me to be the obvious applications of good sense.

As an illustration of my belief on this line let me say, before go-

ing into particulars with reference to our own experience in radio operation, that our radio station buys display advertising in the newspaper at the regular rate and pays its bills once a month. I have heard, as you have, that some newspapers eliminate radio programs altogether and that they are said to be quite successful in doing it. It would seem to me to be wholly a question of what is news in that territory—what the readers feel that they have a right to expect from the paper. Our observation has been that the public relies on the papers for certain kinds and amounts of radio information—that this matter is news to the reader. Therefore we give it. The fact that we have some objection to the radio cannot, we believe, be a factor in guiding our editorial judgment as to what we shall give our readers. We do not see how we can determine our news policy by considerations of friendship or enmity for those who are concerned in the news. We do not believe our readers would permit us to do that if we were willing to do it.

SUPPOSE the radio is proving a competitor of the newspaper in advertising and news dissemination. What can be done about it? This is the question asked of a press association by a man experienced in both fields, and his conclusion, so far as the press is concerned, is—nothing. Radio is here, he says, and the press will just have to get along with it. But the menace is exaggerated, he believes. He suggests that broadcasters may see the wisdom of encouraging sponsors to advertise their radio features in the newspapers.

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We question whether the radio use of a news story lessens its interest as a newspaper story. It may in some cases, with some kinds of stories. We never have hesitated to broadcast bulletins on any news story which we thought had radio bulletin features. If the

ordered regular edition tell the story.

If President Hoover spoke on the radio last night, the fact that he did, and the text of what he said, probably are news today, and the news element and its obligation upon the newspaper probably are not changed by any wish we might have that he had spurned the radio and given his talk first to the newspaper. If the radio brings us all the details of the football game on Saturday, the story probably still belongs on the sport page on Sunday morning, even though we might wish that the public interest was sympathetic enough with our desires to let us bottle the thing up, shut off from the radio, until we could print it as a news story.

Like Other Innovations

THIS line of reasoning could be followed to an unlimited extent, but it all bears on this point—that the radio is here, just as a thousand other innovations that have upset all the customs of a past age are here, and public progress and habit are tuned to it, and I rather think we shall have to get along with it.

It seems important to remember that radio has come upon us—burst upon us seems the better expression—so rapidly that we do not know where we are going; we

only know that we are on our way. The word "broadcast" was new and strange to us only a little while ago.

But with the coming of this marvelous, revolutionizing discovery—this facility for picking sound out of the air—there of course came the necessity to have the sound created and sent to us. Hence, broadcasting. Broadcasting costs money. Somebody has to do it and somebody has to pay for it. There immediately arose another necessity. There had to be some regulation over it. If everybody tried to broadcast, nobody could broadcast. So the federal law was passed; the Radio Commission was created. The procedure, like radio itself, was experimental. Perhaps mistakes were made, are being made. They are a part of one of the biggest, most puzzling jobs which we as an organized society have tackled.

We have had our own difficulties with the radio regulations. We have had our failures to get what we asked for. We have seen what amounts to the impossibility in our territory of getting a new channel on the air to serve a purpose and a community for which we thought the argument was most convincing. In some of the applications of the regulations we have our sense of injustice. But we have been impressed by the great complexity of the job, the almost staggering difficulties of it in its scope, its lack of precedent and the novelty of principles involved. I could criticize sometimes, but I don't believe I could perform with perfection and universal satisfaction if I had the job to do.

Only Two Choices

I CAN see, off hand, but two ways to have broadcasting. To have it as a private enterprise, publicly controlled, with the broadcasters seeking their own ways of making it pay or doing it for love and glory; or have it as a government monopoly and a government function. An ideal government might give us ideal broadcasting and either put the cost into our tax bills or take it out of a license fee for our receiving sets. Unfortunately, ideal governments are scarce. As things are, I do not welcome the thought of government broadcasting or government newspaper publishing.

I note some urgent recommendations that advertising be barred from the air by Congressional enactment; also high endorsement of the idea of paying for radio by a tax on radio sets. If this is a better thing than what we have, and if it is as simple as it sounds, I am for it. It seems to me, however, that the plan ought to be laid down in full. I do not see any way to levy tax and run radio than by making radio a government monopoly, or a monopolistic concession regulated by the government. This might be all right, but

(Continued on page 32)

Excerpts from a recent address before annual meeting of the Inland Daily Press Association, Chicago.

Composers Forming New Rates Will Confer With Broadcasters

A. S. Clarke, WBTM Director, Polling Stations As Rosenthal Promises 3-Year Licenses

THE AMERICAN Society of Composers, Authors and Publishers is still seeking some sort of a formula whereby new rates can be charged broadcasting stations using copyrighted music controlled by the organization, according to Gene Buck, president.

Mr. Buck informed the New York correspondent of BROADCASTING that as soon as the new yardstick is worked out a conference will be called with broadcasters. He said that the majority of the large stations are enjoying increased profits as indicated by reports that there was a 25 per cent increase in national radio advertising during the last year.

Julius Rosenthal, general manager of the Society, who now is ill, recently notified broadcasting stations that the new rates would be effective in February. He contended that broadcasting had played havoc with the music publishing business and that sheet music sales had dropped 90 per cent during the last 12 months. It was indicated that the terms of the new licenses would probably be announced early in 1932.

Loucks' Position

IN A STATEMENT discussing the copyright situation, Philip G. Loucks, managing director of the National Association of Broadcasters, declared that, on the whole, the prosperity of the broadcasting industry has been "grossly misrepresented to the public." He said that it is the hope that a satisfactory solution to the copyright problem will be found, and he predicted that the solution can be found in the establishment of a fair and equitable method of arriving at charges, by fixing fees at rates which stations can afford to pay and by giving stability to the situation through the granting of long term licenses.

Another angle of the copyright situation came to light early in December, when A. S. Clarke, director of WBTM, Danville, Va., a 100-watter, circularized broadcasters with a questionnaire asking whether they favored the percentage, card rate or some other basis for fixing copyright fees. Mr. Clarke is openly opposed to the NAB suggestion that fees be put on the basis of card rates (see BROADCASTING, Dec. 1).

Mr. Clarke enclosed with the questionnaire a copy of the letter he wrote to the editor of BROADCASTING, a copy which he also sent to Mr. Rosenthal in New York. From Mr. Rosenthal came a reply that is highly significant, particularly in that it announces that the proposed new copyright license which Mr. Rosenthal says will not be imposed without further conferences with the NAB will be for three year terms. The Rosenthal letter to Mr. Clarke follows:

"This is to acknowledge with thanks the receipt of your letter of the 17th, together with the en-

closure consisting of a copy of your letter of the same date addressed to Mr. Martin Codel, Editor of BROADCASTING, Washington, D. C.

"We appreciate the sentiment which you have expressed, but regret to say that the representatives of the broadcasters who have met us in conference are unanimously opposed to a plan or system whereby we shall be paid upon the basis of a percentage of the money which the station receives from commercial broadcasting.

"We have found upon investigation that the plan which was suggested to us by the Committee of the National Association of Broadcasters, Inc., would materially increase the rates paid by the smaller stations of the country, most of which we find are not members of the NAB, and would reduce the rates paid by the larger and important broadcasting stations which do between 80 and 90 per cent of the commercial broadcasting of the country.

"We shall proceed to hold further conferences with the representatives of the NAB and it seems too bad that there is not a similar association to represent the 'independent' or smaller broadcasters. Nevertheless you can rest assured that whatever plan we do adopt, consideration will be given to the operating conditions of every broadcaster.

"There is just one statement which you make that we desire to correct. Our members are not jealous of the prosperity of the broadcasters but their business has been affected to such an extent that they cannot exist any longer unless they receive adequate compensation from the broadcaster who, notwithstanding the depression throughout the country in every other industry, has prospered materially.

"I also wish to say to you that in order to give stability to the broadcaster, our license contemplates that the license shall be issued for a period of three years, and thus the broadcaster will know what his rate will be for that definite period.

Yours very truly,
J. C. ROSENTHAL."

Wave Measuring Service

A FREQUENCY measuring service for broadcasting stations, to meet a need for accurate outside checks on emitted frequency in view of the new 50-cycle plus and minus deviation regulation of the Federal Radio Commission, is announced by RCA Communications, Inc., effective immediately. Service will be from the Frequency Measuring Laboratory at Riverhead, L. I., heretofore maintained to monitor the frequencies of international radiotelegraph transmitters operated by or received by RCA. General Order 116, prescribing a maximum 50-cycle deviation, is effective June 21 of next year.

Puts Them on "Cold"

AMATEUR NIGHTS on WBSO, Needham, Mass., consists of placing would-be radio performers before the microphone without previous auditions or rehearsals. The result has been a tremendous interest in the part of the community, in which everybody is interested in the artistic aspirations of his neighbor and his family, according to Winslow Webber, manager. The station has also uncovered some exceptionally good talent in this way, says Mr. Webber. Often, the more "awful" the performance, the more amusing it is to the audience. However, when it gets too awful, the control room man simply drops the needle on a transcription and the performer finishes his turn without knowing he has been cut off.

Yost Would Share WRAK With Press

Newspaper Favored in Test Case by Chief Examiner

ANOTHER precedent leading to possible encroachment upon the facilities of existing broadcasting stations by interests now outside of radio is seen in the recommendation of Chief Examiner Yost Dec. 2 that the Federal Radio Commission grant one-half of the present assignment of WRAK, Williamsport, Pa., to the Williamsport Sun-Gazette Co.

While Mr. Yost at the hearing on the newspaper application said he did not consider the case as a "test"—though Attorney Elisha Hanson declared it was—the recommendation nevertheless raises the question as to the right of newspapers to engage in direct competition with existing broadcasting stations in their communities. It is problematical whether the Commission will sustain the chief examiner's finding.

WRAK is operated by C. R. Cummins on the 1370 kc. channel with 100 watts. The Sun-Gazette Co., which publishes both the morning and afternoon papers in Williamsport, applied for one-half of WRAK's time with the support of the organized newspaper publishers of Pennsylvania and of the American Newspaper Publishers Association. Advertising competition between the local newspapers and the station was made an issue in the hearing held Oct. 20 and 21.

In opening the hearing Mr. Hanson, counsel for the newspaper company and Washington counsel for the A.N.P.A., said that the application was considered by the association and by the Pennsylvania state branch as a test to protect the advertising rights of newspapers. He said that any one has the freedom to enter the newspaper business, while radio stations are more or less protected by the license they hold from the Radio Commission.

Mr. Yost did not allude to the

Dill Raps Coasts' Hold on Channels

ATTACKING clear channels on the two coasts as wasteful of the nation's radio facilities, Senator Dill, (Dem.), Wash., criticized the Federal Radio Commission at a hearing before Chief Examiner Ellis A. Yost on Dec. 9 for its "failure" to adjust broadcasting conditions in this country. He appeared as a witness for KVI, Tacoma, an applicant for the facilities occupied by KXA, Seattle. The former station operates limited time on 760 kc. with 1 kw. KXA is on 570 kc. with unlimited time and 500 watts.

Senator Dill said he hoped the Commission will work out administrative details itself, but cautioned that if it did not, Congress would have to take a hand and enact remedial legislation. He said he would be the last one to foster any move to set aside or allocate frequencies for education or labor. The Commission should take a "broad view of the whole broadcasting situation" to avoid Congressional intervention, he said.

"A town of over 100,000 people is entitled to a radio station in this day and age to get on the air with programs," the Senator asserted. He added it was his view that between 6 and 8 p.m. more people listen to their radios than at any other time during the day.

Judge John Kendall, of Portland, appeared as counsel for KVI, and Paul D. P. Spearman represented the Spokane station.

"test case" aspects of the controversy in his report (Examiner's Report No. 295). He did, however, discuss advertising competition between the station and the newspaper, and the programs of WRAK, concluding that the public service record of the station would be "improved" by reducing the excessive amount of sales talk and direct price-quoting, and substituting broadcasts of a "real public service character."

"A modern newspaper organization," said Mr. Yost in his conclusions, "is in a position to efficiently cooperate with a radio broadcasting station closely affiliated with or a part of its own organization. * * * Notwithstanding the fact that Williamsport has a radio broadcasting station, the Examiner is clearly of the opinion that improved and enlarged radio reception would result to the people of Williamsport and vicinity by granting the application of the Sun-Gazette Co."

The issue in the case was described by Mr. Yost as whether WRAK should be given a license renewal for full time or whether the application of the Sun-Gazette Co. for a construction permit for a new station should be granted. No questions or interference or quota were involved, he said.

The contention was made by the newspapers, Mr. Yost stated, that Cummins devotes his station "wholly to competition against the local newspapers and the business of getting broadcast advertising; that his rates for such advertising are exceedingly low; that the advertiser can say whatever he pleases and as much as he pleases during his particular broadcasting period."

How to Get the Best Results From Radio

By LEWIS ALLEN WEISS*

General Manager of The Don Lee Broadcasting System
and Director of KHJ, Los Angeles

Advertising Medium Held Most Effective and Economical; Agencies Warned Not to Shout in Private Homes

ONE OF the evidences of the all-prevailing influence of radio was recently illustrated in my home. My small daughter, aged eight, when asked to say grace, bowed her head and started off by saying . . . "This food comes to you through the courtesy of God Almighty."

I have known all of you too intimately and too long to feel that the sacrifice of either your time or mine could be compensated with a tilted and formal speech designed for style rather than content.

I feel, rather, that I owe it to you and the industry which I represent to leave with you today a closer and more sympathetic understanding of advertising's youngest and most dramatic medium . . . radio.

No criticism of you is intended when I remind you that advertising agencies played no important part in the development of radio until that medium had proved itself to the point where you were forced to recognize its potency for influence and its powers of resultfulness as an advertising medium. I realize that experimentation with our clients budgets in new and unproved media is not your prerogative. But, now that this medium has demonstrated its right to a competitive and sometimes a superior place in your budgets, it behooves you to acquire a better understanding of the possibilities of radio's uses and abuses.

Radio has characteristics common to no other advertising medium with which I have ever had any experience. It is the most sensitive and the most responsive contact that has ever been devised between seller and buyer.

Listener-Station Bond

TO HAVE a better appreciation of its peculiar characteristics, let me give you an intimate picture of the bond that exists between the average radio listener and his or her favorite station.

The average citizen buys a radio set of good, bad or indifferent quality and immediately expects of it the utmost in radio reception. If statistics mean anything, not one man in thirty even knows how to tune in a station, let alone hook up a set properly.

But the minute Mr. Average citizen gets his dials going, a peculiar psychological change takes place and he immediately becomes imbued with the idea that he is an imperial and absolute monarch and that all broadcasting thereafter should be scheduled to suit his individual tastes, moods and convenience.

Excerpts of a recent address before the Santa Barbara convention of the Pacific Association of Advertising Agencies.



Lewis Allen Weiss

RADIO has characteristics common to no other advertising medium, says this successful broadcaster, but it achieves its purpose more quickly and efficiently than any other medium. The peculiar but intimate bond which exists between listeners and their favorite stations is here explained in original fashion. Some tangible examples of the writer's logic are added.

This attitude is at once reflected in his telephone calls and letters to the station to which he usually listens, whether he is complimenting the station or condemning it. This strange phenomenon, however, is not an unmixed evil, because whenever a consumer gets that close to a medium the possibilities of influence through that medium become readily apparent.

One of the first things to consider, in contemplating any advertising media, is the kind, character, mood and condition of the consumer that you desire to sell, whether you are exploiting a product or service or attempting to maintain a demand for one or the other.

Shouting in a Home

WITH this you will all promptly agree. Yet, stop and consider your consumer listening to your message over the radio. He is sitting in his living room, in the quiet of the evening. His wife and small child, and probably some elderly member of his household, are likewise in the room. Would you enter that room in that quiet and peaceful home, shouting at the top of your voice the merits of a five cent cigar, or what have you? Of course you wouldn't, but that is what many of you instruct the broadcaster to do.

Radio, used with an intelligent understanding of its peculiar characteristics, will do for you what no other advertising medium can do, and do it more quickly and more economically than any other medium can.

I say this after more than twenty years of experience in this business of advertising from the viewpoint of both buyer and seller. I used to think that radio could only lend itself to the luxury of good-

will building. The following experiences would indicate the contrary to be true:

Folger's Coffee has been sold in this market for ninety years. Their position in the market a year ago rated about seventeenth or eighteenth among the coffee sold here.

They came on our system about a year ago with a small appropriation, but with a good broadcasting and merchandising idea. They depended upon radio alone to put

that idea over. They did not change their can or their label or their price or their credit policy. Within ninety days they opened two thousand new accounts in Southern California alone, and today they are challenging the coffee occupying the second place in the Pacific coast market in tonnage, money value and the number of cans of coffee.

Other Examples

THE LOS Angeles Soap Company, at the approximate cost of \$150 a day, is eliciting, over KHJ alone, an average of 1,000 letters a day and each letter contains two box ends from White King soap packages, representing an 84 cent purchase in each instance.

The Signal Oil Company reports an average of 1,000 new calls a week at its service stations as a result of a broadcast at a moderate cost.

Straska Toothpaste owes both its nation-wide distribution and enormous sales to radio alone and frankly admits it.

The California Fruit Growers Exchange, the largest distributors of fruit in the world today and careful analysts of their huge advertising expenditure, report the lowest "cost per inquiry" in their entire advertising experience from the use of radio.

I could cite many more equally eloquent illustrations of radio's ability to produce tangible sales results, but I believe that the typical experiences outlined here have afforded adequate evidence of my subject.

Six Stations Attack High Power Order In Appeals from Commission's Denials

Appellants Challenge High Power Order But Do Not Block 50 Kw. Awards To Stations

CHALLENGING the validity of the restrictive high power regulation, but without attempting to block the high power grants to the successful applicants, six broadcasters have filed appeals with the Court of Appeals of the District of Columbia seeking to have reversed the Federal Radio Commission's decision of Nov. 17 denying them the maximum power of 50 kw. One appeal was taken Dec. 5 and the others Dec. 7—the date on which the 20-day appeal period expired.

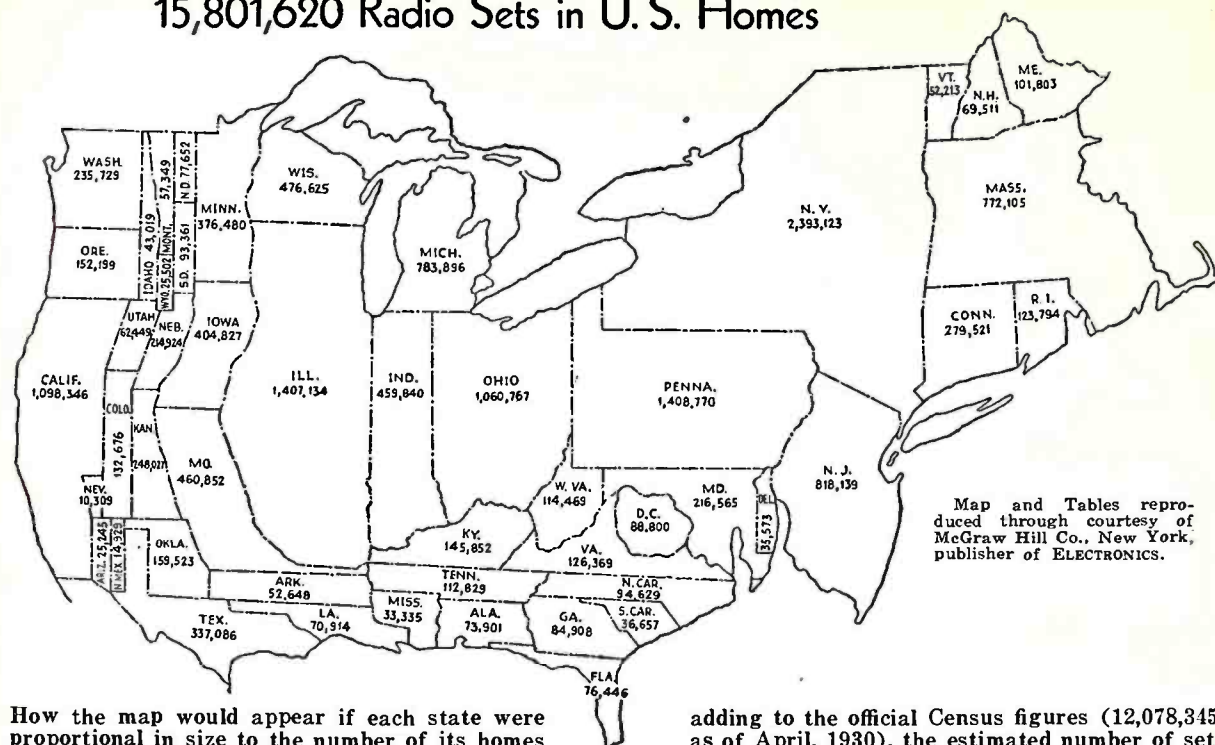
With the exception of the appeal filed by WTMJ, of the Milwaukee Journal, which sought the facilities occupied by WENR and WLS, Chicago, the petitions primarily questioned the validity of General Order 42, as amended, which limits to four the number of clear channels in each zone which may accommodate stations of the maximum 50 kw. power.

They are unanimous also in the contention that the invalidity of the regulation was clearly established during the protracted hearings before the Commission more than a year ago and that public interest would best be served by granting all qualified applicants on clear channels the right to use the maximum power.

The stations which noted appeals are WJZ, New York; KGO, Oakland, Cal.; WMAQ, Chicago; WGN, Chicago; WHAM, Rochester, and WTMJ, Milwaukee. They were among the two dozen stations which competed for the nine vacant 50 kw. assignments. All but WTMJ, are on clear channels, WTMJ being a regional station with 1 kw. at night and 2½ kw. daylight.

Stations which were granted increases to 50 kw., and which may

(Continued on page 34)



How the map would appear if each state were proportional in size to the number of its homes having radios. Totals shown were compiled by

Since Uncle Sam's radio census of April, 1930, announced for the whole of the United States on Dec. 1, at least 3,723,275 receiving sets have been sold to homes previously without radios, according to estimates based on the McGraw-Hill Company's annual production and sales statistics for 1930 and 1931 reported in the December *ELECTRONICS*. With the permission of O. H. Caldwell, editor of *ELECTRONICS*, the above map is reproduced to show how the respective

adding to the official Census figures (12,078,345, as of April, 1930), the estimated number of sets (3,721,655 for nation) added to date.

states would stand if their sizes were proportional to the number of their homes having radios.

The McGraw-Hill Company estimates that since the census count of 20 months ago the Census Bureau's total of 12,078,345 homes with radios has grown to 15,801,620—which would mean better than every other home in the United States. The distribution of these sets among states is shown in the table below as well as the map:

State	U. S. census Homes with radio as of April, 1930	Since census Sales to homes with- out radio	Homes with radio as of Dec. 1, 1931
Maine	77,803	24,000	101,803
New Hampshire	53,111	16,400	69,511
Vermont	39,913	12,300	52,213
Massachusetts	590,105	182,000	772,105
Rhode Island	94,594	29,200	123,794
Connecticut	213,821	65,700	279,521
New York	1,829,123	564,000	2,393,123
New Jersey	625,639	192,500	818,139
Pennsylvania	1,076,770	332,000	1,408,770
Ohio	810,767	250,000	1,060,767
Indiana	351,540	108,300	459,840
Illinois	1,075,134	332,000	1,407,134
Michigan	599,196	184,700	783,896
Wisconsin	364,425	112,200	476,625
Minnesota	287,880	88,600	376,480
Iowa	309,327	95,500	404,827
Missouri	352,252	108,600	460,852
North Dakota	59,352	18,300	77,652
South Dakota	71,361	22,000	93,361
Nebraska	164,324	50,600	214,924
Kansas	189,527	58,500	248,027
Delaware	27,183	8,390	35,573
Maryland	165,465	51,100	216,565
District of Col.	67,880	20,920	88,800
Virginia	96,569	29,800	126,369

State	U. S. census Homes with radio as of April, 1930	Since census Sales to homes with- out radio	Homes with radio as of Dec. 1, 1931
West Virginia	87,469	27,000	114,469
North Carolina	72,329	22,300	94,629
South Carolina	28,007	8,650	36,657
Georgia	64,908	20,000	84,908
Florida	58,446	18,000	76,446
Kentucky	111,452	34,400	145,852
Tennessee	86,229	26,600	112,829
Alabama	56,491	17,410	73,901
Mississippi	25,475	7,860	33,335
Arkansas	40,248	12,400	52,648
Louisiana	54,364	16,550	70,914
Oklahoma	121,973	37,550	159,523
Texas	257,686	79,400	337,086
Montana	43,809	13,540	57,349
Idaho	32,869	10,150	43,019
Wyoming	19,482	6,020	25,502
Colorado	101,376	31,300	132,676
New Mexico	11,404	3,525	14,929
Arizona	19,295	5,950	25,245
Utah	47,729	14,720	62,449
Nevada	7,869	2,440	10,309
Washington	180,229	55,500	235,729
Oregon	116,299	35,900	152,199
California	839,846	258,500	1,098,346
U. S. Total	12,078,345	3,723,275	15,801,620

Electrically Wired Homes Increasing

Widening Market for Radios Revealed by U. S. Report

ELECTRIFICATION of American homes has steadily increased during the last five years, Marshall T. Jones, chief of the Electrical Equipment Division, Department of Commerce, states in reporting the first results of a study undertaken in cooperation with the National Electric Light Association. To radio broadcasters and manufacturers this indicates a constantly widening market for socket powered radios, although battery set sales have continued large also in the last year or two.

The count of wired homes to date embraces 21 states, and the District of Columbia, and data for the remaining states will be made available upon request as fast as compiled. The electrified homes in the nine states reported were as follows, BROADCASTING offering also a comparison with the total number of families for those states reported in the April 1, 1930 radio census:

States	Electrified Homes	No. of Families
Alabama	149,854	592,530
Arizona	54,269	106,630
Arkansas	96,955	439,408
Delaware	38,167	59,295
D. C.	104,154	126,014
Idaho	66,481	108,515
Illinois	1,600,779	1,934,445
Indiana	589,701	844,463
Kentucky	241,541	610,288
Louisiana	166,802	486,424
Michigan	932,982	1,183,157
Mississippi	72,972	472,354
Missouri	551,903	941,821
Montana	66,598	137,010
Nevada	13,264	25,730
Ohio	1,310,734	1,700,877
Oklahoma	222,737	565,348
Tennessee	204,683	601,578
Utah	94,462	116,254
Virginia	218,722	530,092
W. Va.	149,644	374,646
Wisconsin	521,275	713,576

Sets Follow Lead of Radio Stations

A TABULATION based on the official United States radio census (see BROADCASTING, Dec. 1) showing that the percentage of receiving sets in use, with only two exceptions, is approximately directly proportional to the percentage of transmission facilities assigned was made public Dec. 4 by the Federal Radio Commission.

While the compilation was issued without comment, it is designed to show that the terms of the Davis Equalization Amendment are apparently being met. The Commission has no control over receivers, and, of course, is not responsible for set distribution. The figures show, however, that it is almost the invariable rule that receiving sets are preponderant in the areas of greatest population and where the most stations are located.

The tabulation, which is classified by zones and states, may be procured from the Commission by writing for Mimeograph No. 5825.

Studios Underground

EIGHT studios in the Italian broadcasting system's new "Palace of Broadcasting" in Rome, inaugurated this month, have been built underground. The three stories of the structure which rise above the street level contain artists' quarters and administrative offices. The object of the underground studios is insulation from extraneous noises. One of the studios is the side of a large theater and is to be used exclusively for grand opera.

Radio Writing Course

THE ST. LOUIS Artists Bureau and Radio Training School of St. Louis, early in December inaugurated a correspondence school in writing continuity for broadcast purposes. KMOX, St. Louis, will purchase the best manuscript produced by a student during the course and will produce it over the air. David B. Flourney, a Phi Beta Kappa from the University of Missouri and a newspaper man, will direct the course.

Rome Choir Over NBC

THE SISTINE Choir singing from Rome will be heard in America on Christmas Eve over an NBC-WEAF network at 9:30 p.m. EST. Probably one of the greatest of all Catholic choirs, the Sistine Singers for centuries enjoyed the exclusive privilege of singing at all ecclesiastical functions in which the Pope participated. The makers of G. Washington Coffee are sponsoring the broadcast in place of the usual Sherlock Holmes feature.

A Juvenile Program That Pleases Parents

By CHARLES W. BURTON
Manager of WEEL, Boston

Broadcast Must Loosen Purse Strings of Adults As Well As Entertain Children; Cap'n Bailey Feature Cited



WHAT is a good juvenile program?

One that creates a demand among children for merchandise adults will be willing to pay money for. Unless it interests youngsters, the program will fail to make them hungry for that merchandise. If the program fails to hold the attention of adults, Mother, Dad and Uncle Ned will not loosen their purse strings.

And there you are. Briefly, a successful juvenile feature must be constructed so as to amuse listeners of every age. It seems as if anybody should be able to understand that. Yet advertisers continue to insist, and agencies continue to recommend, that juvenile programs be aimed at a mental age no greater than six years. Station officials try to point out that six-year-old tots don't buy underwear, sweaters, shoes, or even five-cent candy bars. But it's no use usually. The sponsor, who is spending the money, fondly believes that Junior climbs on his father's knee and says: "Hey, pop! I heard a swell yarn about Ducky-wucky Daddles and the six little skunklings. Gimme five bucks to buy a Ducky-Daddles Sweater."

It so happens that Amos 'n' Andy are selling toothpaste, that the Stebbins Boys are selling ham and butter. Yet either program would sell tricycles, cowboy suits and the like. Why? Why not? Is there anything so profound about either program that a child couldn't understand it? Of course not. If there were, few adults would watch the clock for these programs each evening. Furthermore, if anybody doubts that the

Stebbins Boys appeal to youngsters, let him come out to my house any night that my daughter, six, and son, four, are made to retire prior to the time John and Eslie come on the air.

How it Works

HERE is an instance of success in aiming a program at the adults through the youngsters:

Eight weeks ago the president of an advertising agency found himself in a hole. He had obtained a contract for the production over WEEL of 40 daily half-hours for a manufacturer of children's wearing apparel. The act he intended using was not available. It was Thursday. The series was scheduled to begin Friday evening. Would the writer of this article produce a program for him?

This writer had pounded out approximately a quarter of a million words describing the humorous and exciting adventures of a mythical character called Cap'n Zachariah U. Bailey, a retired mariner of Cape Cod. Of these words 100,000 were contained in a novel, the rest in dialogue programs. A firm of cleansers and dyers sponsored 130 programs, and a manufacturer of gas ranges sponsored 65. Neither of these sponsors realized he was broadcasting a juvenile program. Neither would have believed so if it had been pointed out to him, despite the fact that 50 per cent of the letters received were written in childish scrawl.

If the writer had explained his program in detail to the agency man, he would have turned it down on the ground that it didn't have sufficient juvenile appeal. But there was no time for explanations. After inducing the man to sign an agreement giving him carte blanche, the writer went to work. This was the idea:

Cap'n Bailey bought a junked

clipper ship and turned it into a seagoing club for boys and girls. To join, each youngster had to write the skipper a letter, promising to keep shipshape. That is, he had to wash his ears, clean his nails, hang up his hat and coat instead of throwing them over a chair. Having made the promise, each child was sent a neat certificate making him a full fledged able seaman and a member of Cap'n Bailey's Crew. The skipper installed a pipe organ aboard ship, and detailed an odd character called Blinkin' Burbank to play it. Blinkin' hadn't spoken for 25 years, but he could make an organ talk. Other characters were Jack, the cabin boy who was a singer; Ole Olsen, first mate, who recited queer poems accompanied by Blinkin'; and Widder Dyer, the skipper's business partner.

Applications for membership in the crew came by the hundred. Entire classes in rural schools sent letters. Teachers wrote to compliment the skipper on his ability to create in the children a desire to be neat. Mothers were loud in

program was over the kids' heads, admitted that his shelves were cleaned out.

The routine of the program was somewhat as follows:

Opening, strike four bells. Organ, nautical phantasy, Cap'n Bailey breaks out birthday book, happy birthday to kids celebrating. Sick bay—brief reference to kids that are laid up. Blinkin' telling story of his life on organ, or taking a world cruise, or the like. Extracts from interesting letters. Sea-going Dramatic Company in dramatizations of jokes sent in by able seamen. Cap'n Bailey tells about the mermaid who had to go around holding a sea serpent by the neck because she never could learn not to squeeze toothpaste tubes from the top, or some other outlandish yarn, usually with sound effects. Cap'n and Widder in dialogue, a dramatized serial adventure yarn. Sign-off song to tune of Nancy Lee.

No two programs were alike. They kept moving. There was no singing by squeaky voiced infant wonders.

There were no woofy-goofy, sticky mouthed bedtime stories. There wasn't any preaching. And so, in the opinion of expert critics of radio programs—you'll find 99 of them in any group of 100 you



Cap'n Zachariah U. Bailey and Blinkin' Burbank

their praise. Their boys and girls were actually hanging up their things. Half the letters were from adults.

Said the agency man: "These programs aren't juvenile enough." My reply: "Do kids buy their own clothing? Wait." And then there was that carte blanche agreement. In the end more than 500 new distributors for the merchandise were obtained in New England. The Boston jobber, who swore up and down the

pick at random in any retail establishment—the program hadn't sufficient juvenile appeal. However, after checking sales in the New England territory, it is quite likely that the sponsor thanked his stars that things were as they were.

The formula for a productive juvenile feature is about as follows: Make your characters real, sincere. Have the action fast. Inject plenty of humor, but keep it clean. Use a little pathos, but not too much. Remember that everybody likes adventure.

That's the correct formula for any program whether juvenile or not, is it not? It must be, for Cap'n Bailey's Crew was a successful program, and those who responded to it ranged in age from 4 to 86 years.



Cap'n Bailey and some of his Crew

Radio Editors Select an All-American Team

By JACK FOSTER
Radio Editor, New York World-Telegram

Results of Country-Wide Vote on Net Programs Surprising; Less Ballyhoo and More Adult Features Proposed

THIS POLL of 132 radio editors in all sections of the country and in several Canadian cities presents a critical view of radio programs and personalities that disagrees in several respects with the conclusions which heretofore have been reached in various other radio surveys.



Jack Foster

DURING November The New York World-Telegram polled 132 radio editors in all sections of this country and in several Canadian cities that hear network programs to choose its first All-American Radio Team. On December 5 a full page was devoted to announcing the results and to an analysis of the survey.

Ballots covering all phases of the broadcasting industry were mailed to radio editors of metropolitan dailies, small town dailies, country weeklies and fan magazines so that all kinds of sentiment might be recorded. Twenty-one questions pertained to personalities and programs, three to spectacular broadcasts and programs now off the air and four to critical problems.

Radio editors were chosen as the source of information because we believed that their constant check on the changing tides of the aerial scene made them well equipped to consider the matter judiciously. And in all cases those editors who answered the questionnaire treated the matter seriously, many of them taking several days to arrive at their conclusions. Several wrote that they did not feel competent to answer certain questions—particularly those queries applying to children's and women's programs—and that's why the vote was lighter in some divisions than in others.

Results Surprising

THE RESULTS in several cases may have proved to be surprising to program makers. They do disagree in many instances with the summaries reached by agencies that have taken house-to-house polls among listeners. For instance, the Mary and Bob drama is given a higher rating by one extensive survey than it is in our All-American team. But it must be remembered

that this team is fashioned from the choices of radio reviewers who have studied the air with a critical ear and are interested in restraint and cleverness rather than the spectacular. Thus you find such deftly produced dramas as Sherlock Holmes and the March of Time in the lead.

Some Odd Ballots

THEN, too, in the detailed analysis—which is too extensive to be published here—certain names are carried among the scattered votes that at a first glance may seem not to belong in this particular class. For instance, Morton Downey, usually considered a popular singer, received eight points among the singers of semi-classical songs. Perhaps the voters were thinking of the times he offered such melodies as "Ave Maria." Among the singers of classical music, also, you find the names of several accomplished Metropolitan opera stars low in the rating. This is true, no doubt, because they have not been spotted as consistently or as well as certain radio celebrities.

The question of advertising on the air was raised by many editors when they were asked, "If you had a radio station what would you do with it?" Editors throughout the country pleaded for less commercial ballyhoo and better taste in the introduction of advertising mention. Many editors also called for higher type programs to appeal to listeners with adult mentalities.

The news broadcasts which radio editors remember most fondly are the description of the Lindbergh reception after his flight to Paris and the opening of the Vatican station. The studio broadcasts which impressed them most deeply are the President's Unemployment Programs and the Dodge round-the-country stunt. Atwater Kent Sunday night series and the Eveready

spectacles are the programs, now off the air, which they would like most to see return.

In the program and personalities divisions winners were judged on a point basis. When balloters were asked to make three choices, three points were given for first choice, two points for second choice, and one point for third. Following are the results showing leaders:

Results of Radio Editor's Poll:

- Which, in your critical judgment, are the three foremost dance orchestras?

Orchestra	1st Choice	2nd Choice	3rd Choice	Points
Guy Lombardo	36	18	11	155
Paul Whiteman	20	21	13	115
Ben Bernie	7	23	14	81
B. A. Rolfe	15	5	6	61
Wayne King	12	5	14	60
- The three foremost symphony orchestras?

Orchestra	1st Choice	2nd Choice	3rd Choice	Points
Philadelphia	67	36	6	279
Philharmonic-Symphony	31	43	14	193
Walter Damrosch Orchestra	13	13	18	83
Boston	4	4	7	27
Howard Barlow Orchestra	2	3	8	20
- The three foremost male singers of popular songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
Morton Downey	29	24	16	151
Bing Crosby	24	16	20	124
Rudy Vallee	21	17	8	105
Russ Columbo	8	17	19	77
Singin' Sam	8	3	3	33
- The three foremost women singers of popular songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
Kate Smith	55	25	13	228
Ruth Etting	14	14	8	78
Mildred Bailey	11	12	16	73
Lee Morse	9	11	9	58
Vaughn de Leath	9	7	12	53
- The three foremost male singers of classical or semi-classical songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
James Melton	25	15	9	114
John Charles Thomas	24	9	6	96
Frank Munn	12	12	12	72
Reinold Werrenrath	10	5	4	44
Lawrence Tibbett	10	4	4	42
- The three foremost women singers of classical or semi-classical songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
Jessica Dragonette	54	18	10	208
Virginia Rea	18	25	9	113
Olga Albani	5	8	2	33
Gladys Rice	2	8	9	31
Lily Pons	4	6	3	27
- The foremost feminine harmony team;

Boswell Sisters 107 votes, Ponce Sisters 4, Brox Sisters 2, Paull Sisters, Myrt and Marge and the Cameo Trio 1 each.
- The foremost male harmony team?

Revelers 50 votes, Mills Brothers 28, Jones and Hare 13, Jesters, Cavaliers, and the King's Jesters 4 each, Landt Trio and White 3, Reis and Dunn and Gene and Glenn 2 each, American Singers, Al and Pete, International Singers, Chuck, Ray and Gene, Armchair Quartet, Trade and Mark, Roundtowners, Three Bakers, Men About Town 1 each.
- The foremost dialogue act?

Amos 'n' Andy 77 votes, Rise of the Goldbergs 10, Stebbins Boys 8, Sisters of the Skillet 7, Jones and Hare 6, Myrt and Marge and Clara, Lu and 'Em 3 each, Weber and Fields, Gene and Glenn, Phil Cook and Gloomchasers 2 each, Real Folks and Daddy and Rollo 1 each.
- The foremost master of ceremonies?

Ben Bernie 18 votes, Ray Perkins 14½, Raymond Knight 12, Walter Winchell 9, John B. Kennedy 8½, Eddie Cantor 6, Graham McNamee and Roxy 5, Norman Sweetser and Will Rogers 4 each, George Jessel, William Hanley, Bugs Baer and Milton J. Cross 2 each, Cheerio, Grantland Rice, Jean Paul King, Gus Van, Mayor James J. Walker, Ken Murray, Roger Bower, Kelvin Keech, Jack Benny, Frank Fay, Major Edward Bowes, Doc Rockwell, Tony Wons, Harry Vonzell, Paul Dumont, Curt Peterson 1 each.
- The three foremost sports announcers?

Announcer	1st Choice	2nd Choice	3rd Choice	Points
Ted Husing	68	35	11	285
Graham McNamee	33	28	27	182
Bill Munday	15	27	30	129
Ford Frick	4	2	5	21
Clem McCarthy	1	6	3	18

12. The three foremost studio announcers?					
Announcer	1st Choice	2nd Choice	3rd Choice	Points	
Milton J. Cross -----	26	17	8		120
David Ross -----	23	15	12		111
John S. Young -----	13	14	4		81
Graham McNamee -----	10	8	9		55
Bill Hay -----	7	8	4		41
James Wallington -----	7	3	8		35
Alois Havrilla -----	3	9	8		35

13. The foremost commentator on news, life, morals and the like?

Lowell Thomas 44 votes, H. V. Kaltenborn 19, Floyd Gibbons 12, Rev. Charles E. Coughlin 7, Frederick William Wile 6, Tony Wons and William Hard 5 each, Heywood Brown, John B. Kennedy and S. Parkes Cadman 3 each, Will Rogers, Walter Winchell and David Lawrence 2 each, Dr. Frank Payne, Merle Thorpe, Old Counsellor, Rev. Harry Emerson Fosdick, Irvin Cobb and Phillips Lord 1 each.

14. The foremost organist?

Jesse Crawford 75 votes, Ann Leaf 22, Lew White 14, Archer Gibson 4, Mormon Tabernacle and Irma Glenn 2 each, Del Castillo, Fred Bibilo, Paul Carson, B. L. Taylor and Paul Rader 1 each.

15. The foremost instrumental soloist (violinist, pianist, etc.)?

Toscha Seidel 59 votes, David Rubino 24, Del Staigers 6, Ernest Hutcheson 5, Godfrey Ludlow and Little Jack Little 3, Rudolph Friml and Lee Sims 2 each, Jascha Heifetz, Fray and Braggiotti, Ted Lewis, Sam Herman, Jesse Crawford, Yascha Bunchuk, Lolita Cabrera Gainsborg, Max Dolin, Kathleen Stewart and Eddie Dunstader 1 each.

16. The three foremost all-dramatic programs?

Program	1st Choice	2nd Choice	3rd Choice	Points
Sherlock Holmes	25	25	10	135
March of Time	24	9	4	94
Radio Guild	15	5	4	59
Showboat	9	5	12	49
Mary and Bob	6	12	3	45
Arabesque	7	6	9	42

17. The three foremost musical programs?

Program	1st Choice	2nd Choice	3rd Choice	Points
Erno Rapee Orchestra with Virginia Rea and Frank Munn	21	21	10	115
Rosario Bourdon Orchestra with Jessica Dragonette	10	11	9	61
Walter Winchell with dance orchestras	7	6	4	37
Eddie Cantor with Dave Rubinoff	9	2	4	35
Parade of States	6	3	7	31
Philadelphia Orchestra	5	5	6	31

18. The foremost comedy act?

Gloomchasers, the Colonel and Budd 28 votes, Cuckoo 14, Sisters of the Skillet 13, Three Doctors 11, Eddie Cantor 9, Amos 'n' Andy 7, Rise of the Goldbergs and Jones and Hare 6 each, Clara, Lu and 'Em 5, Real Folks and Phil Cook 4 each, Frank Wanatabe and the Honorable Archy 2, Al and Pete, Gene and Glenn, Singin' Sam, Crumit and Sanderson, Minstrels, Weber and Fields, Gilmore Circus, Hook, Line and Sinker, Nit-Wits, Ben Bernie, Late Uncle Abe and David 1 each.

19. The foremost children's program?

Lady Next Door with Madge Tucker 32 votes, NBC Sunday Hour 13, Jolly Bill and Jane and School of the Air 7 each, Columbia Sunday Morning Hour 6, Little Orphan Annie 5, Music Appreciation with Walter Damrosch 4, Uncle Bob, Children's Story Dramatized, Uncle Don, Frontier Tales, Helen and Mary 3 each, Raising Junior, Old Man Sunshine, Ernest Schelling Concerts and Uncle Ole 2 each, Sunday School Hour, Bob Emory, Daddy and Rollo, Uncle Dave, Carveth Wells and Amos 'n' Andy 1 each.

20. The foremost program offering advice to women in home?

Ida Bailey Allen 29 votes, Woman's Radio Revue 21, Colonel Goodbody 7, Sisters of Skillet 4, Betty Crocker, Family Circle, Magazine of Air and Farm and Home Hour 3 each, Mrs. Blake, Household Institute 2 each, Mrs. Julian Heath, Your Child, Household Chats, Mystery Chef, Mary Hale Martin, Forecast School of Cookery, Peggy Winthrop, Dr. Copeland, Home Forum, and Edna Wallace Hopper 1 each.

21. Which three entertainers originally identified solely with the stage in your judgment have made the greatest success on the air?

Actor	1st Choice	2nd Choice	3rd Choice	Points
Eddie Cantor	53	13	7	192
Ruth Etting	8	12	4	52
Julia Sanderson	2	11	6	34
Will Rogers	6	4	6	32
Morton Downey	6	7	0	32

Recorded Programs

MANY broadcast advertisers are now having their radio programs recorded in permanent form for various uses, reports THE NEW YORK SUN. In some instances these recorded programs are intended for supplementary broadcasting through independent radio stations seeking the better type of programs and for entertainment purposes before large gatherings. It is believed that 16-inch slow speed recording will gain steadily in popularity and may even find its way into homes, thereby permitting radio listeners to repeat favorite broadcast programs at will.

Daily Becomes Weekly

NORMAN BAKER, whose KTNT, Muscatine, Ia., was ordered off the air by the Federal Radio Commission last summer, on Dec. 3 announced that his Midwest Free Press, established as a daily newspaper about a year ago, will be published hereafter as a weekly.

Orchestra Bookings

MORE than 100 well-known orchestra leaders are listed in the new brochure of Music Corporation of America, Chicago, booking agent for radio, hotel and ballroom engagements.

Radio Cases Swamp Court of Appeals

BRIEFS, statements of fact, and hearing records have been filed with the Court of Appeals of the District of Columbia during the last two weeks in a number of pending cases. These were in addition to the half-dozen new appeals from the Federal Radio Commission's decision in the high power cases, and the litigation involving removal from the air of KGEF, Los Angeles, the Shuler station, which has been carried to the United States Supreme Court.

On Dec. 4 Norman Baker withdrew his appeals from the Commission's action deleting his KTNT, Muscatine, for failure to serve public interest. The expense involved in carrying through the case, particularly the cost of printing a voluminous record, was said to have been the reason for his voluntary dismissal.

In the General Order 102 case, involving the ordered deletion of WIBO and WPCC, Chicago, to make way for WJKS, Gary, Ind., the record was stipulated by all parties involved. Briefs will be filed during the next month, to be followed by oral arguments.

In the WREN case, involving the Commission's denial of the application of that station to move from Lawrence, Kansas, to a location 22 miles from Lawrence, WDAF and WHB, Kansas City, both filed notices of their intention to intervene. The record in this case was filed also.

Routine papers were filed in the case of Ozark Radio Corporation, headed by Rev. Lannie Stewart, appealed from the Commission's decision denying it a construction permit for a new 100-watt station at Cartersville, Mo., to share with WBH, Joplin, Mo., and for modification of an existing experimental license.

New Jersey Case

THE COMMISSION asked for further time in which to file the record in the case involving the ordered deletion of WNJ, Newark, and WKBO, Jersey City, to make way for WHOM, Jersey City. The two former stations are operating under stay orders of the court.

Oral arguments were heard by the Court on Dec. 7 in the case of KFQU, 100-watt of Holy City, Cal., denial renewal of license because of alleged violation of regulations and failure to serve public interest. The station is on the air under stay order. Fanney Neyman, assistant counsel, argued the case for the Commission, with Howard S. LeRoy as counsel for KFQU.

Arguments in the Section 13 case appealed by WTMJ, Milwaukee, involving renewal of the licenses of WENR and WLS, Chicago, but actually taking into account renewal of the more than 1400 licenses held by Radio Corporation of America subsidiaries covering the entire radio range, have been set for Jan. 4. Each side in the case has been allowed one-hour and one-half.

In the continental short-wave cases, embracing the allocation of frequencies in the 1500-6000 kc.

band for domestic point-to-point telegraph services, the Commission has asked that oral arguments be designated after Jan. 1, 1932. Answer to the Commission's petition for clarification of the record, in which the Commission alleges that both RCA and Mackay Radio Telegraph have violated Section 17 of the Radio Act, and that Mackay has violated Section 12 involving alien ownership, was filed by RCA. Mackay requested oral arguments.

A brief in support of the appeal of WOW, Omaha, for increase in time from six-sevenths to full time, was filed in the Court by B. M. Webster, Jr., and Paul M. Segal, counsel. The Commission denied the application on the ground that it would necessitate deletion of WCAJ, Lincoln, Neb., state university station, which it held was performing meritorious service. In so doing it reversed the recommendation of an examiner.

Synchronization Feat of NBC to be Studied

THE FATE of the NBC's extensive synchronization experiments, involving its two New York keys and WTIC, Hartford, and WBAL, Baltimore, will be decided by the Federal Radio Commission during the next few weeks. Presumably because of its denial of the CBS application for a booster in Washington for WABC, New York, the Commission on Dec. 11 designated for hearing January 13 the applications for renewals of the WEAJ-WTIC and WJZ-WBAL operations.

The Commission extended until Feb. 1 the existing synchronization licenses of the four stations. WBAL and WTIC share time on 1060 kc. By virtue of the wire-controlled synchronized operation, on alternate days, both stations are afforded full-time operation, with WTIC synchronizing on WEAJ's frequency, and WBAL on the WJZ channel.

The vote for hearing was four to one, Commissioner Lafount dissenting. It is understood the Commission desires to learn the technical results of the tests, since the NBC has not submitted to the Commission what the latter construes to be adequate technical progress reports. Considerable money has been expended by NBC for equipment, a large order only recently having been placed for additional apparatus.

New 50-Cycle Order

ALL BROADCASTING stations and radio equipment manufacturers are being notified by the Federal Radio Commission during the week of Dec. 14 concerning equipment requirements under the new 50 cycle plus-minus deviation regulation which goes into effect June 22, 1932. The Bureau of Standards has agreed to cooperate with the industry in making tests of apparatus to ascertain whether it measures up to specifications. The Commission said that a visual indicator is the only method considered practicable, and stations using equipment which has not been approved after June 22 will not be considered as operating in compliance with the regulation.

Demands of Chicago Musicians Fix Minimum Staff and Wages

Stations Faced With New Union Dictates Adding More Drains on Income of Broadcasters

(By Telegraph from a Staff Correspondent)

CHICAGO, Dec. 12.—Just how and under what conditions musical talent is to serve on Chicago radio stations has long been a grave problem, but the situation has run head-on into a stone-wall that threatens to nullify income from commercial broadcasts—a most necessary thing—and even possibly to “break” certain broadcasters.

The new thunderbolt comes in the form of an ultimatum issued to the stations last week by James C. Petrillo, president of Local No. 10 of the American Federation of Musicians, and his board of directors. Previous conditions under which stations were forced to operate due to rules of the Musicians Union had been considered serious, but the new idea is amazing in its drastic provisions.

Only the major provisions of the new plan tendered by the musicians’ officials are common knowledge, but they are serious enough to cause the stations to unite in a meeting originally scheduled for Dec. 10 but later moved up to Dec. 14 for the discussion of the proposals and the possible drawing of counter suggestions to be offered to the musicians at a still later date.

Divided Into Classes

TO GET a slant at the situation, hearken to this:

The Union has divided Chicago broadcasting stations into three classes, Class A being the larger, and lists seven stations in this group. In the past these stations have been required to maintain an orchestra with a minimum of 10 men, a minimum salary of \$90 a week and 7-day week with limited hours.

Under the new plan these stations must have 15 men besides the staff pianist, must pay them a minimum of \$90 for a 6-day week and must itself furnish an orchestra not including any of these men on the day off. The 6-day week must show a limit of 30 hours of work as regular time.

The stations feel that the limit of musicians might be considered, as most of them employ that many men or more anyway. But the idea of having to hire 15 other men, untrained to radio and out of the regular run of commercial work on radio, would be disastrous. Likewise, the added bill would be high.

But that isn’t all. For sometime now every station playing records or transcriptions and wishing to keep on the right side of the Union has had to employ a Union man at basic scale or better to turn the records.

Bars Transcriptions

NOW THE Union proposes to bar all use of records or transcriptions for commercial purposes. And on top of that, the Union demands that a Union musician must be the one to “ride the gain” in the control room on all programs.

This latter proposal has the operators up in arms and the station officials in a quandary. Just what qualifications suit a Union musician to enter into the highly technical work of a control room is something that isn’t quite clear.

Of course, the purpose of Mr. Petrillo and his colleagues is to find work for as many musicians as possible. It is a commendable idea. However, in working out a way, he has gone entirely contrary to the general course of events of the present time.

The general trend now in salaries is downward, Mr. Petrillo would increase the income of the men now working even though it be by shortening their working hours. Many station executives point out that this means is not necessary to gain employment for more musicians and their suggestions probably will be incorporated in the message of the stations to the Union officials.

“Starvation Wages”

THE REASON the executives say that this drastic means is not necessary is this: Any figure less than \$90 a week has been discounted by musicians officials as a “starvation wage.” Yet several of the stations which have been maintaining studio orchestras of more men than required have openly offered to hire others up to as high as 30 and 35 musicians if the scale were lowered, say, to \$65 or \$75 a week. In many a business this is not considered a “starvation wage.”

Just what move the transcription people will take over the provision touching them is not known. They may wait until the stations make a move, and then decide upon their course.

The musical problem is not entirely new to Chicago stations. Others have emanated from a pamphlet issued by the Local called “Wage Scale Rules and Regulations” for radio broadcasting. This pamphlet, previously in force, had much to say. For instance:

Many Restrictions

DID YOU know that Fritz Kreisler, Rachmaninoff, Spalding and any number of other world musical leaders cannot appear on a Chicago radio station without a member of Local No. 10, American Federation of Musicians, sitting on the sidelines collecting the \$18 minimum single engagement fee?

Or that no Chicago station with any desire to maintain peace with the musicians’ union can play records or transcriptions of any sort unless the reproducer is operated by a member of the local—and that means approximately \$90 a week expense?

Or that musicians playing for radio and television must be paid four dollars per day per man extra?

Or that the leader, or contractor, for orchestras collects \$7 per man

Coverage Data Desired

ADVERTISERS are looking for the time when each radio station will tell where and when it can be heard and give a more accurate data on coverage, Kenyon Stevenson, advertising manager of the Armstrong Cork Company, Lancaster, Pa., declared in a recent address before the radio advertising section of the Advertising Club of New York.

Declaring that national advertisers have difficulty in ascertaining radio advertising costs for particular selling territories, Mr. Stevenson said his own company has found it a problem to allocate radio costs in a manner similar to the distribution of other advertising expense. He said that theoretical coverage now is the only guide.

Mr. Stevenson, chairman of the radio committee of the Association of National Advertisers, discussed some of the conclusions of the recent survey sponsored by A.N.A. members. A slight increase in the number of morning listeners and some decline in evening listeners are indicated in recent reports, he declared. He said that if radio advertisers are permitted to put on any program, the result would be a scrambled parade of radio features.

for his first two men (on a weekly basis), \$2 for the next four and double that for all over six men?

Or that the orchestra pianist cannot play accompaniments but that a staff pianist must be engaged, and a staff pianist cannot double on the organ?

Incidentally, studio musicians may not contract as such directly with the station, but must do so through a leader, director or other contractor suitable to the Federation.

Just what happens there is rather clear. Many of these leaders contract with the station to have so many men at certain hours, and are paid so much for doing so. Then, if the leader is a clever manager, it is a simple matter for him to hire men for, say, \$90 a week when he is allowing himself in the contract \$125; or for \$125 when he is allowing \$150. And he pockets that in addition to what he gets extra for each man according to union rules.

And, as is well-known, the best musicians are not available for scale. Stations desiring exceptional men must allow a generous premium for the leader to obtain their services. Just what he pays the men is his business, and many a studio band leader is pocketing a generous sum each week.

Don't Expect All

ALL IN all, a situation long distasteful and worrisome to the stations seems about to reach some sort of a head. It is quite evident, in the opinion of some leaders, that the Union officials do not expect to have their ultimatum accepted in its entirety. They feel that the musicians’ leaders are merely bargaining for a new arrangement and will compromise with the stations when their stand is made known. These leaders feel this way because, they point out, the provisions of the Union proposal are so impossible of meeting.

Baseball Programs Approved for 1932

Big Leagues Allow Broadcasts For One Year, After Battle

(By Telegraph from a Staff Correspondent)

CHICAGO, Dec. 12.—Just when it began to look as though millions of baseball fans who have depended upon the radio in various parts of the country for their favorite sports broadcast, were going to be disappointed next summer, one of the country’s most popular—and most successful—major league clubs stepped in and saved the day, at least for another year.

Antagonism on the part of baseball men toward the broadcasters is not new. The old complaint that the broadcasting of the games hurts attendance is still heard. Not only that, but now the feeling has come up that the stations are realizing large sums from the broadcasts and that the clubs should share.

Cubs Force Issue

THE CHICAGO National League ball club—the Cubs—always have maintained that the matter of broadcasting is something for each club in each city to decide. The Cubs were the first club to permit a radio station in their park. That was eight years ago and the station was WMAQ. This station still broadcasts the Cub games, and since the American League let down the bars six years ago, has done the White Sox home games also. Last season seven stations did the Chicago games. One of them, WBBM, stuck to the Cubs entirely, doing the road games from telegraphic report for three years.

It began to look, when the National and American Leagues convened for their annual and joint meetings in Chicago, that steps would be taken to bar the stations from the parks. The Western Union Telegraph Company, which originally admitted the stations under its exclusive news contract, led the opposition.

Then up stepped the Cubs to announce that it had just reached an agreement with the broadcasters to let them into Wrigley Field in 1932 and could not break the agreement. The step was consciously and openly taken and it spiked the guns of the opposition. The American League countered by saying that it would let the matter ride until 1933 but that no American League club should make an agreement for the 1933 season until the matter is thrashed out officially in next year’s meeting.

The Cub management feels that radio has helped its team and its attendance a great deal and is willing to back its judgment.

Incidentally, the stations do not make the huge profits from the broadcasts that some of the baseball magnates think. The expense of such an everyday broadcast is great and the profit balance is comparatively low.

And another thing, say the stations—what advertiser in any other line wouldn’t jump at the opportunity of having its company and product mentioned dozens of times a day—and for nothing?

Standards Set by Radio Medal Award

Chairman of Academy Diction Judges Explains Why NBC And East Won Three Times; Raps Wisecrackers

HAMLIN GARLAND, distinguished author and chairman of the Radio Diction Committee of the American Academy of Arts and Letters, in the following interview explains why the better known announcers were not candidates for the radio medal awarded last month to John Holbrook of NBC. He also reveals the standards by which an announcer's diction is judged.

Mr. Garland has been chairman of the Radio Diction Committee of the Academy since 1928, when the first nation-wide survey was made to determine the winner of the radio medal. Prof. George Pierce Baker, Dr. John H. Finley, Prof. Irving Babbitt, Augustus Thomas and Robert Underwood Johnson are members of Mr. Garland's committee.

"In the beginning I want it understood that I am not speaking officially for the committee," Mr. Garland said, "but just giving my personal comment on the audition of the various men whose voices interested me."

"Mr. Garland, the first question we are all asking is, how is it NBC again wins the medal in the third audition?" the interviewer asked.

"The answer is that the ballots ran that way. The officers of the company are interested in promoting better speech. They not only hire the best men available, but they provide constructive criticism of their performances. NBC selects men of university training and provides them with an expert instructor in speech. All this is true in somewhat lesser degree of the CBS system."

"Why have the honors gone again to Eastern men?"

"Because the announcers of the West and Middle West are less schooled in comparative standards. They speak in the local manner. In every case of decided merit we have found that the announcer had been trained in music and in some foreign language or had studied abroad, that is to say, he knows by comparison what constitutes good speech. He is aware of standards."

Western Handicaps

"I AM a Middle Western man myself and I know what the Mid-western speech handicaps are. When I went to Boston in 1884 I carried with me a broad-brimmed hat and the flat vowels and the grinding 's' of my birthplace. The first revelation of my rawness came to me in listening to the glorious diction of Edwin Booth. He gave me a standard of comparison."

"It is highly significant that several of our most valued advisory correspondents from the Midwest, the South and the Far West have written in to say: 'As a matter of fact I have heard no voices in this region worthy of being considered for the medal.' This does not mean that there are not good voices in the West; there are, but they are not heard on the radio. The managers of small stations cannot afford to hire the best men."



Recent presentation of the gold medal of the American Academy of Arts and Letters for good diction on the radio to John Holbrook, National Broadcasting Company announcer. Left to right: Dr. Nicholas Murray Butler, president of the academy; Holbrook, winner of the medal, and Hamlin Garland, chairman of the Radio Diction Committee of the academy.

"What do you mean by accent?"

"In current usage it means peculiarity of utterance as when we speak of a Southern accent or the Yankee accent. These local peculiarities are survivals of pioneer conditions. They are in fact handicaps, for they are often subjects of laughter. Vernacular is amusing to the cultured listener who regards himself as superior to the speaker, but it is no comfort to the man from Texas, Indiana or Vermont to find that his boyhood speech produces a smile when heard in New York or London. We are doing our best to convey to the youth of America a knowledge of what constitutes a pleasing and scholarly use of English."

"One of the best voices I hear in the Middle West is that of Sen Kaney of Chicago. I should like to see him giving his whole time to the art of announcing, for his speech is almost entirely free from the reedy quality of the Middle West. Another voice which is a pleasant contrast to the harsh and labored utterances of the eminent speakers he is called upon to announce is that of William Abernathy of Washington. There are several other excellent voices in the West and Northwest, but the stations do not pay sufficiently well to secure and hold the best men."

"When you say that the competition is limited to regular station announcers just what do you mean?"

"We mean that only those announcers who are under contract by a station to announce every day and almost every hour whatever programs, commercial or sustaining, the station has on its schedule. This, you see, rules out all 'guest announcers' and all special talkers like Lowell Thomas, Floyd Gibbons, H. V. Kaltenborn and the like."

"Why is it that some of the most popular announcers are not even mentioned in your report?"

For the reason that they do not qualify on the technical side. Our committee is not concerned with glibness, humorous comment or showmanship. We are concerned only with taste and scholarship. We take no account of the popular appeal of a speaker or his program. 'Wisecracking' or 'ad lib' fluency do not count. With us it is all a question of precision and grace, and of authority in the use of musical terms and foreign phrases. In our ballots we ask for percentages in correct pronunciation; that is to say, the proper stress of syllables and articulation, which has to do with the utterance of words. We consider the quality of a speaker's tone and also his freedom from unpleasant or ludicrous inflections, and finally and more important than all we demand a certain cultural quality. Many of the announcers to which I have listened are excellent in pronunciation, clear in articulation and often have rich and pleasing voices but fail in the final category of general cultivation. They sound boyish, insincere or bumptious. The men who win our applause are those who speak from a knowledge of other forms."

Consider Content

YOU SAY you do not take into account the content of a program. What do you mean by this?"

"By this I mean that we try to judge each announcer as a technician apart from the advertising matter he is forced to read. Furthermore, we are careful not to confuse a really beautiful and impressive program with the voice of the announcer as in the case of Howard Clancy's dramatic sketch, Leonardo da Vinci, and Basil Ruysdael's 'Red Lacquer and Jade,' one of the most dignified and interesting periods on the air. From the

announcer's standpoint Ruysdael is a lecturer."

"Similarly with Howard Clancy. In his sketch 'Leonardo da Vinci,' on Miss Sutton's 'Magic of Speech' hour, he was admirable but he was the actor and not the announcer. He does not announce a fine musical program with the authority of Bach or Holbrook. Holbrook was called to my attention some time ago by Augustus Thomas, and my final decision with regard to him came after hearing him announce a Sunday morning program of high class French and Russian music. It was an almost flawless performance and I registered my ballot that hour, not knowing till a week later that this program was given without manuscript—one of the finest extemporaneous announcings I have heard. The taste, the quiet authority and the beautiful tone of that Sunday morning period represented what the Academy medal was founded to promote."

"Will the conditions of the fourth audition be the same as those of the third?"

"There will be no change. That we have gained much in our three auditions is conceded and my committee is of the opinion that to change any of the essential rules of the contest would weaken the effect of what has gone before. We have the support of many educators and the interest of the announcers. We have awakened the station managers to a sense of their responsibility to the public and we have secured the cooperation of nearly one hundred professors of public speaking and experts in English. We do not say that Mr. Holbrook is the best announcer in America, we merely say that he ranks highest among the voices we have heard."

"Mr. Garland, why is it that you haven't mentioned the South?"

"I am sorry to say that we have had very little cooperation from station managers in the South. Only one or two stations have sent in the names of candidates. Just why this is so I am unable to say. I have heard one or two excellent voices without being able to identify them. We are hoping that other universities in the South will follow the examples of the University of Virginia and nominate members of their faculty to serve on our advisory committee."

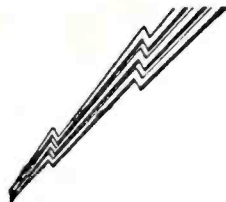
Trade Commission Bans Untrue Testimonial Ads

TESTIMONIAL advertisements of medicines must state the truth, the Federal Trade Commission announced Dec. 11 in connection with a stipulation entered into with a manufacturer of proprietary medicines. Under Commission procedure the names of parties entering into such agreements are held confidential. The Commission announced that under the stipulation, such medicines no longer will be advertised through testimonials which are not genuine, correct and the duly authorized opinion of the author. If a monetary or other valuable consideration has been paid for a testimonial "then the respondent shall publish along with the advertisement in an equally conspicuous manner the fact that the testimonial was obtained for a consideration."

BROADCASTING

THE NEWS MAGAZINE of
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
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Better Business

HIGHLY commendable is the move on the part of leading Chicago broadcasters to put their own houses in order in the matter of questionable and blatant advertising and commercial practices generally. It is to be hoped that the movement will spread to other parts of the country—but, it is devoutly to be desired that it will not require any impetus from Better Business Bureaus.

That the Chicago group should have met at the behest of the Better Business Bureau there, simply to draw up a set of standard practices essentially the same as those recommended in the Code of Ethics and Standards of Commercial Practices promulgated three years ago by the National Association of Broadcasters, seems regrettable. Yet it was the Chicago Better Business Bureau that took the initiative, with only the two major networks and nine stations out of the twenty invited sending representatives.

Self-regulation is the only way to forestall Congressionally imposed regulation, already threatened in the new Congress. Self-regulation does not need the good offices, however friendly, of any Better Business Bureau. The NAB code was a far step toward self-regulation; pursuance of it is entirely sufficient to effect a housecleaning of radio, if housecleaning it needs.

To broadcasters everywhere in the land, a voluntary movement along the lines of the Chicago movement is certainly to be preferred against arbitrary rules of conduct rigidly defined to regulate this all-too-regulated business of broadcasting. The NAB Code of Ethics and Standards of Commercial Practice should be dusted off so that the industry, the Congress and the public may know that they actually exist and that a large element in broadcasting is adhering or is inclined to adhere to them.

Shackles

JUST WHEN it appeared that the Radio Commission was beginning to see the light by relaxing iron-clad regulations that did naught but deter broadcasting, along comes that agency with several legislative recommendations, which, if enacted, would undo all the good accomplished—and then some.

We can see no plausible grounds for the recommendation that licenses be restricted to one year. The law itself provides for a three-year license term. Broadcasting as an industry will remain on a foundation of sand as long as licenses are for short periods. There can be no stability in an industry forced to exist on a month-to-month basis, subject to attack from all sides.

Congress saw fit to provide for three-year licenses as soon as broadcasting emerged from

the shake-down stage. If the difficulties now confronting broadcasting—legal, economic and program—were traced, they would inevitably lead to the short license span. The Commission would do well by leaving well-enough alone.

Longer licenses will not freeze broadcasting. The Commission is unduly perturbed in that regard, because it can always exercise the power of revocation in extreme cases. Changes in frequency and power always can be accomplished with the consent of stations.

We agree with Commissioner Robinson that the time is near at hand for longer licenses. We go further, and say that the statutory provision of three-year licenses be invoked, and at once. Then and only then, can broadcasting settle down and work out its own problems with reasonable assurance of protection.

In a second recommendation, the Commission wants to become a police court. It wants to "suspend" stations for periods up to thirty days as a disciplinary measure. The Commission should realize that the public and not the station would be penalized in such instances. We feel there is no middle ground in radio regulation—that either the station should be deleted or should be allowed to continue, depending upon the magnitude of his transgressions.

The Commission deserves commendation for its liberalization of the station break and transcription regulations. They will improve program technique. By and large, the new rules and regulations to become effective Feb. 1, represent a material improvement over the existing sheaf of disassociated general orders.

More Ventura

S. HOWARD EVANS, traveling representative of the Ventura (Cal.) Free Press, which is conducting a campaign of opposition to the present system of radio, was a visitor at the offices of BROADCASTING during the opening week of Congress. He said he will remain in Washington, with side trips to various eastern points, through the Congressional session and perhaps afterward. He reported that 1,000 newspapers, chiefly small town dailies and weeklies, are enlisted in the campaign of H. O. Davis, publisher of the Ventura Free Press, which is largely one of printed propaganda against things as they are in radio. Mr. Davis, he said, is conducting his fight in the conviction that radio enjoys certain unfair advantages—not clear to us—in competition with the press; he added that Mr. Davis, should he fail in his great effort in the next year or so, as we think inevitable, will then consider the possibility of acquiring or affiliating with a radio station. Mr. Davis can save himself much time, effort and money by acting on the matter of a radio affiliation—if any one will affiliate with him—right now.

The RADIO BOOK SHELF

NEW EDITIONS of the lists of "Commercial and Government Radio Stations in the United States," and "Amateur Radio Stations in the United States," corrected to June 30, 1931, have been published by the Government Printing Office and are now available from the Superintendent of Documents, Washington. The lists were compiled under the direction of William D. Terrell, director of the Radio Division, Department of Commerce. Because of their increased size—the amateur list alone shows an increase of 4,000 names—there has been a slight increase in their cost. The "Commercial and Government" list is available for 20 cents and the "Amateur" list for 35 cents per copy.

These lists include all American stations with the exception of broadcasting. The broadcasting stations are listed in a book compiled by the Federal Radio Commission last February, to which monthly addenda sheets with corrections have been issued. The Radio Commission log will be reissued to bring it up to date some time in February.

IN AN ARTICLE in the Nov. 13 issue of WORLD RADIO, weekly radio publication of the British Broadcasting Corp., with a circulation of more than 250,000, Tyrone Guthrie, an Englishman, compares the various aspects of the American and British broadcasting systems. His discussion is based on observations made while in Canada last January at which time he was engaged by the Canadian National Railways to direct the production of a series of broadcast plays. Mr. Guthrie believes that American broadcasting fulfills its purpose—that is, it sells the commodity—but he laments the fact that it is merely the "hand-maiden of commerce." In England, Mr. Guthrie states, the arrival of broadcasting as an art meant a "new era in the communication of ideas."

Our English critic commends the gusto and ingenuity with which the American programs are presented, but, he says, we make a poor showing if anything other than the general run of popular entertainment is attempted. A consideration of some of the recent and successful broadcasts of distinctly cultural value, such as the programs of several symphony concert orchestras and lectures by leading American educators, would tend to disprove this statement by Mr. Guthrie. The American and British systems are inherently different, each fulfilling a different end. Can it be said that one is "superior" to the other?—LAURA SMITH.

A DETAILED description of the new "House of Radio," Berlin-Charlottenburg, Masurenallee, which was opened in January, 1931, is carried in the November issue of Proceedings of the Institute of Radio Engineers. The broadcasting station, one of the finest technically in Europe, is described by Gunther Lubszynski and Kurt Hoffmann. The design of the plant was based on arrangements between the German Reichs Post Office and the Reichs-Rundfunk-Gesellschaft for joint broadcast operation and the principle of controlling performances in the very place of reception: namely, in a control room adjoining the studio. The amplification plant, in which all eight amplifiers are concentrated at a centrally located station, is said to be the first broadcast station in Europe which operates with no batteries but is fed by the generator only.

We Pay Our Respects to—



GUGLIELMO MARCONI

RADIO HISTORY that will go down in the pages of time was made on Dec. 12, 1901, when Guglielmo Marconi, young Italian inventor, stood on the bleak Newfoundland shore and elatedly heard his colleagues across the Atlantic in England tap out three dots that form the letter "S." This was the first wireless signal to be heard across the sea. What a far cry from that meager experiment, considered at the time even by the late Thomas Edison as an impossibility, to the globe-girdling radiotelegraph services of today! What a far cry, indeed, from that test with crude equipment to the international program that brought Marconi's voice by radio from Italy to be heard by the American audience over an NBC network exactly 30 years later.

Marconi today, at the age of 57, a Nobel prize winner of 1909, roams the seas on his yacht Elettra, studying radiotelephony, static, fading and wave propagation. At this moment, along the coast of Italy, he is experimenting with the ultra-short waves, from which so much is expected in the future of radio and television. An experimenter as a youth in his native Bologna, Italy, where he was born on April 25, 1874, he will undoubtedly pursue his talent for discovery to his declining days.

Joseph Marconi, father of the great inventor, was an inventor of sorts himself. Anna Jameson Marconi, Guglielmo's mother, was of

Irish extraction. The son was a delicate child who found his chief happiness in books instead of rugged play. There was a good scientific library in Villa Griffone, the family residence, and the lad reveled in it. Elementary studies were mastered at Florence and later at Leghorn, where his interest in physics was conspicuous.

In 1894, the youth Marconi conceived a plan of utilizing Hertzian waves for signaling. He discussed it with Prof. August Righi, Italian physicist. Together they made tests at the Righi summer home. Then Marconi succeeded in sending signals across his father's estate. He went to England and demonstrated his discovery. On March 27, 1899, he sent and received the first message without wires across the English Channel between Dover and Boulogne, a demonstration by a 25-year-old youth that fairly made the world sit up and take notice.

Returning to Italy, he was honored and feted and praised. But he was soon back in the laboratory, and within a few months he was in England again to demonstrate the practical applications of his discovery aboard a vessel following a yacht race off the Irish coast. Then he went to America to "cover" the America's Cup Races for a New York newspaper—again successfully showing that wireless offered the greatest boon yet known to maritime travel.

PERSONAL NOTES

WILLIAM J. WEBER, formerly advertising manager of the Charlotte (N. C.) News and Observer, has joined CBS as sales director of its Dixie network, with headquarters in Charlotte.

E. S. MITTENDORF, manager of WKRC, Cincinnati, will remain in that capacity. The station is now owned by CBS, having recently been purchased from Sam Pickard, CBS vice president, and John Boyd, Chicago attorney.

EUGENE L. SLATER, recently Hudson Motor Car account executive of C. C. Winningham, Inc., Detroit agency, has been appointed commercial representative of the CBS Dixie network, with headquarters at Charlotte, N. C. Mr. Slater is widely known in the agency field, having served national accounts on the West coast, the Canadian territory and in London.

THE REV. JOHN J. HARNEY, director of WLWL, New York, is on his way to Rome to spend the Christmas holidays at the Paulist Fathers' House there. He will preach the Advent sermon at Santa Susanna.

W. W. BEHRMAN, formerly manager of WGBF, Evansville, Ind., is now manager of WBOW, Terre Haute, and Clarence Leich has succeeded him at WGBF. The Evansville station has also added to its staff Robert Bullard, formerly with WKBF, Indianapolis, and James Walsh, formerly with WOWO, Fort Wayne.

DUKE M. PATRICK, assistant general counsel of the Federal Radio Commission, was called to Lafayette, Ind., Dec. 5, by the illness and death of his mother-in-law. He was due to return to Washington about Dec. 15.

EDWARD KLAUBER has been elected first vice president of CBS and Lawrence W. Lowman vice president in charge of operations. Klauber has been vice president assisting W. S. Paley, president. Lowman has been assistant secretary and supervisor of operations.

ALICE KEITH, broadcasting director of the American School of the Air, and W. C. Bagley, Jr., research specialist in education by radio, and both on the CBS educational department staff, attended the National Convention of State Superintendents of Education in Washington, Dec. 7 and 8.

C. D. TAYLOR, for the last three years commercial manager of WBT, Charlotte, N. C., is now commercial manager of WJSV, Alexandria, Va.

MISS MARIE ELBS and Milton Samuel, in NBC's publicity department at San Francisco, mail out reams of publicity about others, but they kept their marriage a secret from early in September to late in November. The ceremony took place at Lake Tahoe, Cal.

GEORGE MALCOLM-SMITH, of the public relations staff of WTIC, Hartford, is the author of a children's novelette published last month by Rand McNally & Co., Chicago. It is a pseudo-scientific tale of adventure entitled "Professor Peckam's Adventures in a Drop of Water."

HOWARD S. LEROY, former assistant solicitor of the State Department and now a practicing attorney in Washington, will conduct a course in radio law, with emphasis on radio, in the School of Law of National University, Washington, during the winter term opening Jan. 4.

BEHIND THE MICROPHONE

FRANK MUNN, who as "Paul Oliver" on the Palmolive Hour is one of radio's best known tenors, has shed his nom de plume and hereafter will be known by his real name. He began to use his name with his appearance on the "American Album of Familiar Music" program on NBC Dec. 6.

ANN WARNER, formerly heard from KPO, San Francisco, and formerly on the staff of the San Francisco Chronicle, on Dec. 4 became director of home service for KFI and KECA, Los Angeles. She is being heard for a half hour daily, except Saturdays and Sundays, with a program called "Ann Warner Chats With Her Neighbors." The program carries out the cooking school theme and has a musical background.

GEORGE C. DAWSON, in charge of new commercial programs and broadcast ideas for CBS, has returned to his office after an illness. He played the role of "Daddy" in the "Daddy and Rollo" ethereal sketches.

PEGGY CLARKE, formerly manager of WOL, Washington, is now with WJSV, Alexandria, Va., where she is again staging her special broadcasts to the shut-ins at the military and naval hospitals in the National Capital.

EUGENE DUBOIS, noted violist, has been engaged as concert master of the studio orchestra of WMAQ, Chi-

cago. Mr. Dubois until five years ago was concert master and soloist for the Chicago Opera Company. Then he went to the Metropolitan Opera Company in New York in the same capacity. For the last two years he has been soloist and concert master in the NBC studios in New York.

EARL BURNETT and his orchestra returned to the Los Angeles Biltmore late in November and their music goes over KECA, Los Angeles, nightly via remote control. The remote line for seven or eight years previously had been a prerogative of KHJ, Los Angeles. KECA's sister station, KFI, on Dec. 1 began to broadcast Jimmy Grier's orchestra nightly from the Coconut Grove of the Ambassador hotel. Herbie Kay's collegiate orchestra moved into the Blackhawk Cafe, Chicago, and WGN, Chicago, when the Burnett aggregation returned to California.

RUDOLPH FORST, musical director of WLWL, New York, is the first violinist with the Manhattan Symphony Orchestra this season.

RAY KNIGHT, NBC humorist, Mary McCoy, soprano, Elsie Mae Gordon, Walter Preston, the Russian Cathedral Quartet and Joe Rines and his orchestra have been engaged by the Penn Athletic Club in Philadelphia for a program on New Year's Day through NBC Artists Service.

ERNEST LA PRADE, assistant to Walter Damrosch, recently returned from a three weeks session on jury duty in Thirty-fourth Street Municipal Court.

LEWIS MEEHAN, tenor at KFVB, Hollywood, gave a recital in the Elks' temple, Los Angeles, on Dec. 3 preparatory to leaving for European study tour.

L. DANA HAAS, bass-baritone, formerly in vaudeville, is now connected with WGAL, Lancaster, Pa., and is heard several times weekly. Haas, a native of Lancaster, has been featured in theaters in New York, Newark, Philadelphia and other cities. He is also heard in several dramatic presentations. John McCartney, another former member of vaudeville and stock companies, is also appearing over WGAL. McCartney, a native of Scotland, is a baritone soloist and plays the ukelele.

ED THORGERSEN, NBC announcer in New York, is a contender for the squash championship of the New York Athletic Club.

GUY HEDLUND, formerly with the dramatic department of KFI, Los Angeles, is directing a weekly series of radio skits being transmitted from WTIC. Among the members of the "WTIC Playhouse" company under his direction are Bess Beatrice Battey, formerly of WOW, Omaha, and Jay and Fanny Ray, well-known stock company players of the Southwest.

JACK BRINKLEY, announcer at WTIC, Hartford, is writing a column entitled "Within the Lines" in the weekly program magazine, Radiolog, published in Boston by Josiah Shamroth and circulated throughout the New England states.

ALL WINNERS of the radio diction medal awarded annually by the American Academy of Arts and Letters are "alumni" of Westinghouse radio stations. John W. Holbrook, of the NBC announcing staff, New York, is a former announcer at what is now WBZ, Boston; Milton J. Cross, first winner, also of NBC, began announcing over WJZ, New York, when that station was operated by Westinghouse. Alwyn Bach, NBC winner of last year, also started as an announcer over WBZ.

HORTENSE ROSE and George Hall, known as the "Happiness Kids," are back again at WLW, Cincinnati, after a nation-wide tour of various radio stations which ended recently at WTAM, Cleveland.

PAUL WHITEMAN will leave the NBC Chicago studios early in January for a five weeks tour of RKO theaters. He will open Jan. 8 in St. Louis. Besides his orchestra Whiteman will have with him two radio stars, Mildred Bailey and Jack Fulton, Jr. The Whiteman group also will play in Cincinnati, Chicago, Detroit and Cleveland and will return to the Edgewater Beach Hotel late in the spring.

PAUL LUCAS, chief announcer of WTIC, Hartford, is conducting the auditions of the Connecticut station. He is still announcing "The Travelers Hour," two-year-old feature sponsored by The Travelers Insurance Companies, however, and gives a weekly informal chat on studio activities entitled "Behind the Scenes."

MORTON DOWNEY was welcomed back to New York after a two weeks' vacation in California with a dinner party given by the CBS at the Hotel Elysee Dec. 7.

JOHNNY WALKER, announcer of KOIN, Portland, Ore., has been assigned to the weekly program of KHJ, Los Angeles, and the coast Don Lee chain known as "Your Host on the Isle of Golden Dreams."

THE THREE CO-EDS, onetime vocal trio at KFI, Los Angeles, will hereafter be heard from KHJ, Los Angeles, as the Bluettes on the present Resinol series of programs.

MARY WOOD BEATTY, soprano at KOA, Denver, for the last four years, has gone to San Francisco to become a staff artist of the NBC Pacific Coast network. Everett Foster, KOA baritone and announcer, and Forrest Fishel, tenor, were transferred to California a short time previous.

BETTY WORTH does a "songs of the southland" period for KTAT, Fort Worth, each Saturday.

SID GOODWIN, formerly announcer at KGW, Portland, Ore., and lately on the NBC staff in San Francisco, has returned to Portland as production manager for KTBR.

MATHEW MURRAY, known to radio audiences in the west as "The Ambassador of the Air" during his daily talks at KMPC, Beverly Hills, Cal., and later at KGFI, Los Angeles, will soon publish his inspirational talks in book form.

FRED HOWARD and Nat Vincent, known as the "Happy Chappies" at KMPC, Beverly Hills, Cal., have just written a new song, "On the Old Black Mountain Trail." Their "When the Bloom is on the Sage" made them known nationally.

PETER DIXON, author of "Radio Writing," who with his wife, Aline Berry, acts in the Wheatena skit, "Raising Junior," over an NBC-WJZ network, may soon have their sketches published in book form. Dixon writes the continuity.

PHILLIPS LORD and his "Seth Parker" troupe, who have been touring the country in personal appearance engagements, but continuing their Sunday night "hymn songs" over NBC, have extended their tour six weeks. On Dec. 13 they were scheduled to be in Miami. From Dec. 20 to 27 they will be en route to Los Angeles via the Panama Canal. They will be heard from Los Angeles on Jan. 3, after which their radio appearances include Kansas City, Jan. 17; Chicago, Jan. 24, and New York, Jan. 31. They will appear in Baltimore Jan. 30.

GEORGE O'BRIEN is the new program and production manager at WLWL, New York. He is a singer and has participated in numerous network broadcasts over WEAf and WJZ. Born at Branford, Conn., during a world war offensive a frightened German prisoner knocked out all of his front teeth with the butt of a gun, which was not so good for a singer. An Austrian dentist performed a perfect adjustment.

DON CRAIG, who conducts the "Radio Gossip" column in the Washington Daily News, on Dec. 10 turned over the authorship of his entire column to Arthur Godfrey, announcer of WRC, Washington, and the NBC, who has been bedridden for three months due to an automobile injury. In the column, Godfrey pays his respects to Ted Husing, CBS sports announcer, as "the best sports announcer even if he is on Columbia." He regards "Arabesque" on CBS equalled only by NBC's "Moonshine and Honey-suckle," and he picks the following as his choices of the best announcers in radio: For classical programs, Milton Cross; for regular commercials, Graham McNamee, James Wallington and Davis Ross, and for special events, Herluf Provensen and George Hicks.

MARDIE LILES and Sol Fleischman, announcers of WDAE, Tampa, Fla., have been achieving considerable fame on sports and commercial programs lately. Liles comes from the operating staff. Fleischman drew considerable fan mail for his recent coverage of the Florida-Kentucky football game.

JOHN W. HOLBROOK, NBC announcer who won the 1931 Diction Medal, will be married to Katherine C. H. Renwick, actress, in the Church of the Messiah, Brooklyn, Dec. 31. Their romance began in the New York NBC studios about six months ago.

IN THE CONTROL ROOM

LESTER BOWMAN, formerly master control supervisor of the CBS New York studios, has been promoted to assistant division engineer. Bradley Libbey is now master control supervisor.

HARRY R. LUBCKE, director of television for KHJ, Los Angeles, and the Don Lee system, on Nov. 21 addressed a meeting of the Sutro-Seyler Music Club of that city on various aspects of the visual art.

LIEUT. MALCOLM P. HANSON, of the Naval Research Laboratories in Washington, who was chief radio engineer of the Byrd Antarctic expedition, on Nov. 30 addressed a combined meeting of the Atlanta section of the Institute Radio Engineers and the Atlanta Radio Dealers Association.

T. F. JOHNSTON, formerly with the Bell Laboratories, has joined the staff of the New York office of the Department of Commerce radio supervisor as inspector.

H. R. DYSON, formerly with the Westinghouse plant at Chicopee Falls, Mass., is now a radio transmitter engineer for RCA Victor at Camden, N. J.

J. M. CARMENT, formerly with WORD, Batavia, Ill., is now chief engineer of WCHI, Chicago.

D. R. CANADY is now chief engineer of the Canady Recording Equipment Co., Cleveland.

J. CLAYTON RANDALL, plant engineer of WTIC, Hartford, was recently host to 700 members of the Connecticut division of the American Institute of Electrical Engineers who inspected the 50 kw. transmission plant on Talcott Mountain on the outskirts of Hartford.

JAMES F. J. MAHER, of the engineering staff of WOR, Newark, and Fred Muller, of the Tropical Radio Telegraph Co., were nominated for president of the Veteran Wireless Operators Association at a meeting held Dec. 2 in New York. Ballots have been mailed to the membership throughout the world and returns will be announced at the annual meeting Jan. 6. The association's annual banquet, proceeds of which will be given to the Emergency Unemployment Relief Committee, will be held in the Hotel Astor, New York, Feb. 11.



Broadcasts to Germany Every Other Friday

PRACTICALLY unknown to the American radio audience, but widely known throughout continental Europe, are the bi-weekly talks on "What America Talks About" being broadcast to Germany by Kurt G. Sell, Washington correspondent of the Wolff's Telegraphic Bureau, which is the German counterpart to the Associated Press. Mr. Sell, a distinguished journalist of world-wide experience, has been speaking in German every other Friday afternoon at 2 o'clock, EST, since last Sept. 4, his speech being carried from the NBC Washington studios by telephone line to Schenectady, where it is relayed via short wave to Germany.

Heard at 8 p. m., European time, his talk is picked up by a short wave station at Beelitz, whence it is sent to the key station of the Reichs - Rundfunk - Gesellschaft, or German Broadcasting Corporation, Berlin. It is heard not only over the German network but also over stations in Norway, Austria and Switzerland which asked and received permission to carry them. Mr. Sell's fan mail has come from those countries and from Denmark, Holland, Czechoslovakia and Danzig.

The German journalist discourses frankly on subjects which he knows to be of paramount current interest to his European audience. His topics have included the Cleveland air races, the flight of the DO-X to New York, the American depression, the tax problem, wheat sales to Germany and China, the American political situation, disarmament, M. Laval's and Signor Grandi's visits, war debts, disarmament and other subjects. As he explains it, he does not take sides but strives to give unbiased pictures of the American attitude with the thought always of fostering better understanding between the New World and the Old.

For the most part, reception in Europe has been very good. After each talk, Mr. Sell enjoys a short chat with Chief Engineer W. Schaeffer of the German Broadcasting Corporation about the quality of transmission. NBC engineers have been watching these broadcasts closely as tests of the technique of international relay programs.

KNX Intersperses News With Timely Questions

QUERIES on timely topics are being used by KNX, Hollywood, to liven up its new broadcasts, which are put on the air four times a day. Recently a poll was taken to ascertain the listeners' views as to the best motion picture they had ever seen. Votes on prohibition and other issues are planned for the winter.

Surprisingly, the recent talkie productions were not much in the running. No Douglas Fairbanks picture was in the forefront, and only one of Mary Pickford's films was on the list of those that received more than 40 votes. Even Charlie Chaplin placed only one picture in the contest and that, not for his acting, but for his directing. No comedy was included in the selections.

The ten pictures receiving the greatest number of votes are: The Birth of Nation, The Covered Wagon, The Ten Commandments, King of Kings, Byrd at the South Pole, Cimmaron, Desert Song, Miracle Man, Way Down East and Disraeli.

I. R. E. Convention

THE SEVENTH annual convention and parts exhibition of the Institute of Radio Engineers will be known as the Twentieth Anniversary Convention in commemoration of the founding of the Institute in 1912. It will be held at the Hotel William Penn, Pittsburgh, April 7, 8 and 9, 1932. Plans are being prepared for a program of technical papers by prominent engineers as well as trips of educational interest.

Two CBS Hookups

CBS WAS divided into two networks for football the afternoon of Nov. 28, when WABC, New York, "keyed" the Army-Notre Dame game for 46 stations while WMCA and WPCB, New York, which are not regularly members of the network, carried the Yale-Princeton game to New York and 18 stations. The special hookups were arranged to meet the great demand for the New Haven contest, especially in the Southern states.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

RAMBO BROS., Crooksville, O., Crosley dealers, report excellent results from the Crosley radio announcements over WLW, Cincinnati. Business in Crosley receivers is constantly improving, this company reports, and it attributes much of the increase to the fact that customers are asking to see models announced over the radio.

GROSS business in excess of \$125,000 from local accounts is reported by WRC, Washington, for 1931, despite the fact that all but 10 per cent of its time is occupied by network programs of NBC, which operates the station.

THE JOHN PUHL Products Co., Chicago, maker of the Bo-Peep brand of blueing and ammonia, has contracted for a weekly program of light and fanciful entertainment over WBBM, Chicago, each Friday morning at 10 o'clock. The Boy Friends, well-known harmony duo, provide the entertainment.

CHICAGO SOLVAY COKE dealers are providing a daily-except-Sunday broadcast of fast moving dance music by the studio popular combination, known as "The Syncopators," over WMAQ, Chicago. Each day a ton of coke is given away in a unique manner. Listeners are invited to send in a tentative three-number program. Anyone whose three numbers are played on any one program receives a ton of coke free from their nearest Solvay dealer.

THE RATH PACKING Company of Waterloo, Ia., has contracted with WBBM, Chicago, for a program of dance recordings to run every day except Sunday at 8 a.m.

CHARLIE WHITE, one of the greatest lightweight champions the pugilistic world ever has known and now a physical director of fame, is conducting a 7-day a week series of gym classes over WGN, Chicago. The sponsor is the Hilton Company, men's clothing dealer. The contract calls for 52 weeks of White's services.

"UNCLE QUIN'S Punch and Judy," one of the middle west's oldest features for children, will appear on WGN, Chicago, every day except Sunday from 5:15 to 5:30 p.m. under the auspices of the Three Minute Cereals Company under a new contract just signed. Quin Ryan, with his myriad of sound effects representing animals, conducts the broadcast.

MONTGOMERY WARD and Company is providing market reports as a feature of its "Trappers' Fur Service" over WBBM, Chicago, each Tuesday, Thursday and Saturday at 12:25 p.m.

THE AMERICAN Institute of Foods and Household Appliances is on the air from WBBM, Chicago, each weekday morning at 10:30 o'clock with advice on the preparation, preservation, and selection of foods. Thomas E. Terza, authority on home management, makes short talks.

THE VICTOR Clockmaker, a weekly dramatization over WMAQ, Chicago, in the romance of old clocks, is a new feature sponsored by the Cincinnati Victor Co. The 15-minute broadcast begins at 8:30 p.m. Tuesdays. As a promotional feature, the Victor company offers to electrify an old clock without altering its appearance at all with every purchase of one of its new electrical clocks.

COL, Seattle, has reported that the Lison Fuel Company of that city is

sponsor for broadcasts of the wrestling in the civic auditorium on Fridays via the remote line, according to Norman F. Storm, sales manager.

KGNE, North Platte, Neb., has reported that one of its local accounts, E. A. Gamble, grocer, has used three brief announcements daily. This has been the only medium used. Within a short time he was forced to move from small quarters to a larger store and to increase his staff from four to seventeen clerks.

THE ALL-YEAR club, Southern California's tourist-getting group, is using KHJ, Los Angeles, for a weekly program explaining the club's work. The club contemplates using a network hookup for a one-time program with the idea of sending news eastward that California is no place for the jobless.

CURRENT transcription accounts of KHJ, Los Angeles: Chevrolet Chronicles; Charis; Marley Perfume Co.; Phillips dental cream; Tillie the Toiler series; Bringing Up Father series (Broadway department store sponsor); Wright arch preserver shoes; Woodbury Soap Co. (Famous Beauties of History); Dr. Ross dog program, and Life Savers success reporter.

KFOX, Long Beach, Cal., reports that it has signed up for practically the entire catalogue of continental Broadcasting Corporation, including its earlier releases of the Boswell Sisters, Cliff and Lolly and others.

KGRS, Amarillo, Tex., has begun to broadcast a sponsored period for Levy's clothing store thrice weekly and a daily program for Montgomery Ward and Co.

NEW ACCOUNTS reported on WGBS, New York, by George Ingraham, commercial manager: General Foods Corp., International Magazine Co., Bayuk Cigars Co., Chrysler Tower Corp., New York American, New York Journal, Metropolitan Electric Mfg. Co., and The Sophia Co.

WRR, Dallas, uses its facilities one evening a week for the Oak Cliff-Dallas Commercial association. This is in addition to the daily morning Oak Cliff-Dallas hour, devoted to business features of the locality.

KTAB, Oakland, carries a winter series for Pacific Greyhound stage coach lines with the weekly "pepper box revue," long a station feature. One of the transit dispatchers is borrowed from the stage depot to help out with the skit features of the frolic.

LA FRANCE Products Co., Inc., Los Angeles, cosmetics and other lines, has reported using 20 stations for spot announcements. The report schedule shows WMMN, Fairmount, West Va., bringing in the largest number of replies from a single broadcast; KNX, Hollywood, second, and KELW, Burbank, Cal., third.

DAVIS PERFECTION Bread Co., Los Angeles, has been using KNX, Hollywood, the last seven years for its Friday night "Optimistic Do-Nuts" frolic. On a recent program the firm wanted to call attention to a new, low-priced pie, but without violating the ethics of price advertising after dusk. Fred Hagelberg, of the company, overcame this by saying that, if Mrs. Housewife had four youngsters and each of them carried a nickel to the neighborhood grocer or baker, they would collectively bring home one pie. The company reported that the following day its retail business for this special pie amounted to 7,000 sales.

KELW, Burbank, Cal., has taken on the account of the West Pico Furniture Co., 15 minutes nightly, 30 days; Roberta Chapman, cosmetics, 15 minutes daily, 60 days; Dr. G. Gontard, professor in the French Institute, series of weekly lessons in the French language; Hollywood Laundry, using Marian Harrison, graphologist, daily for 30 days, and Dr. F. A. Gawthorne, Hollywood dentist, for a daily 15-minute record program, six months. All of these, except the two Hollywood accounts, are located in Los Angeles.

THE ALAMEDA County Title Insurance, one of the largest office buildings in Oakland, Cal., has signed a year's contract with KTAB, Oakland and San Francisco, with a five minute nightly feature. This allows time for a musical selection and a brief announcement of the facilities offered in the building. An additional program on Mondays is titled "Romantic California," with organ music and narrative to depict the days of the famous Spanish grants and land allotments.

WALKER'S department store, Los Angeles, has signed up with KHJ for a series of thrice weekly programs during December for its children's department. "Uncle John" Daggett, former announcer, will return to the air to announce the program and, in conjunction with the broadcast of juvenile talent, six programs will be staged in the store auditorium.

NEW ACCOUNTS for KHJ, Los Angeles: Thrifty Drug Co., 15 minutes mornings, with singer and organ; Shurons Optical Co., Sunday half hour; Pierce Bros., undertakers, Sunday "musical cameos"; Wilson Ice Cream Co., one program weekly.

KTSA, San Antonio, reports San Antonio Public Service Co., Reducoids and Western National Fire Insurance Company accounts among its new business.

ELECTRICAL transcriptions at KOMO, Seattle: Charis; Seiberling Singers, for A. L. Kupp Tire Co.; Chevrolet Chronicles; Life Savers success reporter; Spratts Patent, Ltd., dog story; Olympian male quartet for Don's Sea Food (restaurant); Barbara Gould beauty talk; Edna Wallace Hopper, Affiliated Products Co., and sunshine melodies for Acme White Lead and Color Works.

KFSD, San Diego, has spotted its "radio dental clinic" as an afternoon studio program week days, except Tuesday, when it has been switched to a morning hour.

ROYAL Credit Clothiers, Huntington Park, Cal., has given sponsorship to KTM programs, Los Angeles. They give a weekly audition, not broadcast, with the winners used on a Sunday night program. Final winner is to give four weekly programs as a paid entertainer. The same firm also sponsors a semi-weekly blues program. The San Val Oil and Water Co., bottling "Tarzana" mineral water, has become responsible for the nightly program of the Beverly Hill Billies over the same station.

THE MAURINE Company, San Francisco, has begun to use KTAB, for a weekly program to appeal to men. The first transcription series was Deacon Brown and his Peace Makers, a Continental Broadcasting Corporation series of southern melodies and gags. Featured product is "Maurine After-Shaving Lotion" and commercial copy is tied in with the series title with the phrase, "Maurine After Shaving Lotion makes peace between your face and your razor in a jiffy." Contract time is 13 weeks.

SUSSMAN and Wormser (S. and W. Coffee) sponsor the "Famous Trials of History" series over KFI, Los Angeles, nightly with the re-creation of some famous legal battle. The same cast is used as in D-17 mystery plays.

KROW, Oakland, Cal., has added new commercial accounts to include: Rumford Baking Powder; Associated Department Stores; Buick Motor Co.; Star Outfitting; J. A. Folger Coffee Co., and General Steamship Co.

NATIONAL transcription accounts of KEX, Portland, Ore., include: Union Oil Co.; Phillips' Dental Magnesia; Louis Phillipe; General Electric Co., and Tanlac.

NEW PROGRAMS at KFVB, Hollywood, include Thrifty Cut Rate Drug Stores, Inc., 15 minutes daily for one year; Beckman's Furs, half hour Sunday concert, 90 days; Brooks Clothing Store, one hour Sunday recorded program, six weeks; Brown's Clothing Co., Sunday afternoon program, one year. According to Chet Mittendorf of the commercial department, the station's Sunday time is now almost entirely sold out.

KTRH, Houston, Tex., has opened an account for the Johnston Motor Co., local firm, and for the National Confectioners Association.

E. F. EDWARDS, Oakland, Cal., retail jeweler, has started a series of programs with KFRC, San Francisco, three times weekly. Ryder and Ingram, Ltd., Oakland agency, placed the account and will handle the copy.

AD-CRAFTSMEN, Salt Lake City agency, has inaugurated a local radio campaign for David Stein, jeweler, and one in Utah and Colorado for the Newhouse Hotel, Salt Lake City.

KNX, Hollywood, continues next year on a month to month basis the weekly string ensemble program for the Emore College, San Jose, operated by the Rosicrucian Order. Bobrick Manufacturing Co., Los Angeles ammonia makers, sponsor the "Jeannie and Joan" series nightly, a continuity of two girls. Bundy and Albright, realtors of Sherman Oaks, start the second year of their weekly program featuring old-time tunes, vintage of pre-1900.

THE LOS ANGELES Japanese chamber of commerce has signed with KELW, Burbank, for a series of Saturday evening programs with native orchestra and soloists. The broadcasts will be designed with a dual purpose—to furnish entertainment to the Japanese population around Los Angeles and to call attention to Japan as a tourist center. B. Nomura is secretary of the organization with offices at 117 North San Pedro Street, Los Angeles.

NEW ACCOUNTS of the month for KFRC, San Francisco: transcriptions once a week for Florists Telegraphic Delivery Association, Inc., placed by National Radio Advertising, 13 weeks starting Jan. 5; five nights a week series of "Rajput, secret service operative," (Maurice Joachim), for Strasska laboratories; series of transcriptions for Oldsmobile division of General Motors, starting Jan. 19 for 13 weeks.

THERE is a movement on the west coast in which posts of the American Legion are sponsoring automobile racing, just as they have been promoting weekly prize fights. The NBC coast chain carries the races from the speedway in Oklahoma and the Ascot Park in Los Angeles. Richfield Oil Company sponsors both events and apparently signifies a willingness to sponsor other developments in this field. The events are short and snappy and are said to attract considerable patronage.

STUART & SON, Inc., Baltimore (Golden Crown syrup), has contracted with WJSV, Alexandria, Va., for 13 weekly half-hour programs on Friday nights from 8:30 to 9 o'clock. The feature is called "Minstrel Memories."

NETWORK ACCOUNTS

LIGGETT & MYERS TOBACCO CO., New York (Chesterfield cigarettes), starts a 52-week contract on 67 CBS stations on Jan. 4 to be heard daily except Sunday from 10:30 to 10:45 p.m., EST, and featuring Nat Shilkret and orchestra in "Music That Satisfies." The agency is the Newell-Emmett Co., New York.

W. A. SHEAFFER PEN CO., Fort Madison, Ia. (fountain pens), began a program Dec. 6 featuring Phil Baker and Ted Weems and orchestra over CBS, to be continued on Sundays from 9 to 9:30 p.m., EST. A feature of the initial program was an offer of a bottle of Sheaffer's Scrip ink to every person in the audience writing in to tell the sponsors whether he had seen announcements of the program in print or was hearing of it for the first time on the radio. The McJunkin Advertising Agency, Chicago, handles the account.

SOUTHERN COTTON Oil Co., New Orleans (Snowdrift shortening), has renewed its CBS contract for 21 stations to carry the "Snowdrift Southern Melodies" heard Thursdays from 9 to 9:30 p.m., EST. Fitzgerald Advertising Agency, New Orleans, handles the account.

LADY ESTHER Co., Chicago, (face cream), starts over 21 NBC-WEAF stations, beginning Jan. 17, with programs consisting of a talk and Wayne King's orchestra, Sundays from 3 to 3:30 p.m., EST. The Hays McFarland Co., Chicago agency, handles the account.

CLIQUEOT CLUB Co., Millis, Mass., (ginger ale), renews over 20 NBC-WEAF stations, Jan. 22, with a "Night Club" featuring Ray Knight as master of ceremonies and Harry Reser's orchestra, Fridays from 9 to 9:30 p.m., EST. Danielson & Son, Inc., Providence, R. I., handles the account.

STERLING PRODUCTS Co., Wheeling, W. Va., (Phillips milk of magnesia), will begin a series of programs, Jan. 4, over 21 NBC-WEAF stations, to be heard Mondays and Fridays from 10:15 to 10:30 a.m., and Wednesdays from 9:15 to 9:30 a.m., EST. Program will feature talks by Dr. Royal S. Copeland, U. S. Senator from New York. Blackett, Sample & Hummert, Inc., Chicago, handles the account.

CHESEBROUGH MFG. Co., New York, (vaseline products), renews Jan. 1, over 46 NBC-WJZ stations, featuring "Real Folks," rural sketch, Fridays from 9 to 9:30 p.m., EST. McCann-Erickson Co., New York, handles the account.

PEPSODENT Co., Chicago, (toothpaste), renews with Amos 'n' Andy Jan. 1 over 44 NBC-WJZ stations daily except Sundays from 7 to 7:15 p.m., with repeats from 11 to 11:15 p.m., EST. Lord Thomas & Logan, Chicago office, handles the account.

IDONT CHEMICAL Co., Detroit, (toothpaste), will renew Dec. 27 on 21 NBC-WEAF stations with its children's program "Iodent Club of the Air" heard Sundays from 7:30 to 8 p.m., EST. Maxon, Inc., Detroit, handles the account.

RICHARDSON & ROBBINS, Dover, Del., (canned goods), starts Dec. 29 over 13 NBC-WEAF stations with the "Forecast School of Cookery" to be heard Tuesdays from 11 to 11:15 a.m., EST. J. P. Muller & Co., New York, handles the account.

AMERICAN KITCHEN Products Co., New York, (Stereo bouillon cubes), started Dec. 9 over 17 NBC-WEAF stations with talks and instrumental trio on Wednesdays from 10:15 to 10:30 p.m., EST. Batten, Barton, Durstine & Osborne, New York, handles the account.

VACUUM OIL Co., New York, (auto lubricants), starts Feb. 3 over 56

NBC-WEAF stations with a 50-piece orchestra and guest artists Wednesdays from 9:30 to 10 p.m., EST. The Blackman Co., New York, handles the account.

SOUTHERN DAIRIES, Washington, D. C., (dairy products), renews Dec. 29 over eight NBC southeastern stations keyed from WRC, Washington, with a musical program on Tuesdays and Fridays from 7:15 to 7:30 p.m., EST. McKee & Albright, Philadelphia, handles the account.

SOUTHERN DAIRIES, Inc., Washington, D. C., (ice cream and dairy products), has signed a 13-week contract for 10 stations of the CBS Dixie network, beginning Dec. 29. A musical program will be featured. McKee & Albright, Philadelphia agency, handles the account.

SWIFT & Co., Chicago, (meat packers), renews Dec. 19 with the "Stebbins Boys" over 21 NBC-WEAF stations daily except Saturday and Sunday from 6:45 to 7 p.m., with repeat from 7:45 to 8 p.m., EST. J. Walter Thompson Co., Chicago, handles the account.

R. B. SEMLER, Inc., New York (Kreml hair tonic), renewed its CBS contract Jan. 6 for the Nell Vinick beauty talks heard Wednesdays from 11 to 11:15 a.m., EST. The agency is Edwin Wasey & Co., New York.

F. W. FITCH Co., Des Moines (Fitch shampoo), has postponed the opening of its 13-week account over 29 CBS stations, originally scheduled Jan. 8, to Jan. 15. "The Fitch Professor and Musical Trio" are to be heard Fridays from 11 to 11:15 a.m., EST. The agency is Battenfield & Ball, Des Moines.

S. & W. COFFEE Co., on Dec. 7, began a nightly 15-minute program over an NBC Pacific Coast network with Cecil and Sally, comic strip of the air. They had previously done 800 personal appearances on KPO, San Francisco.

ANDREW JERGENS Co., Cincinnati, (soaps and perfumes), began a series over the NBC-WJZ network Dec. 5, featuring Ray Perkins as "The Old Topper." It is heard Saturdays at 6:30 p.m., EST.

LIBBY, McNEIL & LIBBY, Chicago, (foods), is sponsoring Ray Perkins, NBC master of ceremonies, over an NBC-WJZ network each Thursday and Friday at 10 a.m., EST. Perkins appears as "The Prince of Pineapple."

CONTINENTAL BAKING Co., New York, (baking products), on Dec. 6 engaged Bradford Browne, NBC artist, as master of ceremonies, succeeding Ray Perkins, in its NBC-WJZ network program of the "Three Bakers." The program is heard Sundays at 7:30 p.m., EST.

PRATT & LAMBERT, Inc., Buffalo, (lacquers, enamels, etc.), begins a 13-week program over 39 stations of CBS on March 1, 1932. The type of program has not been decided, but it will be heard on Tuesdays from 10 to 10:15 p.m., EST. The Albert P. Hill Co., Pittsburgh agency, handles the account.

HAROLD F. RITCHIE & Co., New York, (Pompeian Cream), begins a 52-week contract with CBS and 21 stations on Jan. 4 with a program to be heard Monday, Wednesday and Saturday from 8:45 to 9 p.m., EST. N. W. Ayer, New York, is handling the account. The same firm on Jan. 4 will also start a 13-week contract to promote "Frostilla" over 26 stations of CBS. The program will be of a musical nature and its time has not yet been scheduled. Lawrence C. Gumbiner Advertising Agency, New York, handles the latter account.

GILMORE OIL Co., Los Angeles, is offering a weekly circus theme continuity over KFI, Los Angeles, and the NBC Pacific Coast network, in addition to using KNX, Hollywood, for a weekly edition of the same theme; KHJ, Los Angeles, for a "College

Daze" program. The NBC contract has just been renewed for another year, the KNX circus being discontinued on Jan. 1 and placed instead on KHJ and the Don Lee network, according to Chet Crank, of Botsford, Constantine and Gardner, Los Angeles agency handling the account.

FRIGIDAIRE CORPORATION, Dayton, O., opened a series of programs Nov. 30 over an NBC-WJZ coast-to-coast network to sponsor a nationwide Christmas contest in which \$6,000 will be distributed among 61 winners. The programs, which were carried five afternoons a week, were to close Dec. 16.

E. FOUGERA & CO. (Vapex), New York City, opened a series of weekly programs over a network of 20 CBS stations Dec. 6 sponsoring the Mills Brothers. The program is on Thursdays from 9 to 5:15 p.m. N. W. Ayer & Sons, Inc., has the account.

HACKMEISTER LIND CO. (auto lights), Pittsburgh, will inaugurate "The Shadow," a dramatic sketch, over a 28-station CBS hookup on Jan. 5. Ruthrauff & Ryan, Inc., Chicago, is handling the account. Program is from 10 to 10:30 p.m. Tuesdays.

THE BARBASOL CO., Indianapolis (shaving cream), on Jan. 11 will renew its CBS contract for 52 weeks over 28 stations, with "Singin' Sam the Barbasol Man." Its air time is Monday, Wednesday and Friday from 8:15 to 8:30 p.m., EST.

SAN FRANCISCO Union Stock Yards Company has taken on the sponsorship for week-day market reports over NBC Pacific Coast stations and N. W. Ayer and Son the weather report.

"CALIFORNIA MELODIES," used last year as a CBS program originating from KHJ, Los Angeles, and thence eastward, resumed on December 6. It will be heard through the winter on Sundays at 8:30 p.m. (Pacific standard time) for a half hour program. Film studios will cooperate in the music and one brand new song from Hollywood will be given its premiere on the program each week. Raymond Paige's 35-piece orchestra will be assisted by station talent.

AGENCIES AND REPRESENTATIVES

RALPH LEAVENWORTH, formerly assistant general sales manager of the Austin Co., Cleveland, engineers and builders, has been named general advertising manager of the Westinghouse Electric & Manufacturing Co., in charge of all advertising and publicity with headquarters at the East Pittsburgh plant. Fuller & Smith & Ross, Inc., New York agency, after Jan. 1 will handle all Westinghouse advertising, including institutional and trade paper copy.

LYNN BAKER has been transferred from the Cincinnati office of the J. Walter Thompson Company agency to the San Francisco office, which he will manage after Jan. 1.

WALTER K. MCCREARY, one-time KMPC commercial manager, later with the KTM sales force, has opened offices at 337 Bendix building, Los Angeles, to engage in radio brokerage as W. K. McCreary and Associates.

THE F. WALLIS ARMSTRONG Company, Philadelphia advertising agency, has been appointed to direct the general advertising account of the Philco Radio Company, of that city.

AD-CRAFTSMEN, Salt Lake City agency, has been appointed by the Newhouse Hotel of that city to direct a newspaper and radio advertising campaign featuring the hotel's all-expense two-day accommodation arrangement.

TRACY-LOCKE-DAWSON, Inc., Dallas advertising agency, has directed a campaign for the National Lamb Council with a month's test campaign

in Omaha, Neb. Radio stations offered recipe booklets to listeners. No individual market or producer was mentioned, but the word "lamb" was prominently used throughout.

MCCANN-ERICKSON, San Francisco office, has placed a contract for specified time signals with KTAB, San Francisco and Oakland, for the Liggett and Owl drugstores.

JOHN STARKE DAVIDSON, special counsel for advertising agencies and formerly with NBC, has been appointed director of the radio division of Ruthrauff & Ryan, Inc., New York agency.

L. M. ROBERTSON, formerly with WJAY, Cleveland, has joined King and Wiley & Co., Cleveland agency, in charge of radio advertising.

TRANSCRIPTIONS

RADIO was used to inaugurate the fall and winter advertising campaign of the Florist Telegraph Association when a 15-minute program, "The Land of Flowers," was broadcast over 33 stations by electrical transcription, the week of Dec. 7. The program, designed to stimulate desire for more flowers for more occasions, will continue for 13 weeks. An 18-piece concert orchestra, directed by Rudolph Friml, and a mixed quartet play and sing Friml compositions exclusively. Each program includes a piano solo by the conductor and features a theme song of his writing, "Flowers To Remember You By." This is the first long-term broadcast to lure the famous Viennese composer to the air. The continuity, besides aiming to increase the public's appreciation for flowers and broaden its conception of their uses, will present the world-wide facilities of the Florists Telegraph Delivery Association to enable anyone to "say it with flowers" by wire. The campaign was prepared by Brooke, Smith & French, Inc., Detroit agency, and placed through National Radio Advertising, Inc., New York.

FOLLOWING a test campaign over 60 stations, which were authorized to use any program they chose and received payment on an inquiries-for-sample received basis, the Charles E. Hires Co., Philadelphia (Hires root beer and extracts), decided to continue its radio advertising with 15-minute electrical transcriptions to be heard twice weekly on a selected list of stations. The stations will be paid their regular card rates. The test campaign elicited 147,000 inquiries. All kinds of programs were used, the choice of type being left to the station managers' discretion and no requirement being made as to time. Finding that dialogue sketches were the most popular, the agency engaged Leonard Cox, one of the authors of the "Main Street Sketches" on WOR, Newark, to present a condensed version of that feature to be known as "Centerville Sketches." The account is handled by Mark O'Dea & Co., New York agency.

GREEN Recording Studios, Chicago, act as mid-western distributors for the Pacific Coast Record Corporation, which has studios in San Francisco and Hollywood. In addition to acting as sales representatives, the Green organization makes wax masters in its own studios and ships to the coast for pressing on the Flexo material. One of the side lines, according to Bert Green, manager, is recording broadcast programs on aluminum discs as a permanent record for station, sponsor or agency.

MARSH Laboratories, Inc., Chicago, in addition to producing broadcast transcriptions, now has a department for originating radio program ideas, writing continuity, rehearsing talent and timing radio productions.

MACGREGOR and Sollic Recording Laboratories, San Francisco, will continue the Cecil and Sally transcription series and in January will release to Australia and South Africa under a

territorial rights agreement with an American advertiser. Cecil and Sally began an NBC Pacific Coast "in the flesh" act early this month. The release of the recorded series will, therefore, be grouped in mid-west and eastern stations in order to avoid conflict. Forty stations have used the transcription series the past year.

EQUIPMENT

DEFOREST RADIO CO., Passaic, N. J., has just completed the installation of a new 500-watt transmitter for WOAX, Trenton, N. J. The engineer in charge of construction was W. McConnell.

A NEW SERIES of condenser microphones for broadcasting, recording and public address operation is announced by the Gates Radio & Supply Co., Quincy, Ill. These microphones are offered in floor stand, desk and suspension models.

BUILDER OF XER, the 75 kw. Brinkley station at Villa Acuna, Mexico, is W. E. Branch, of the Radio Engineering Co., Fort Worth, Tex., who has built a number of broadcasting stations in the Southwest.

EXCLUSIVE American rights for the distribution of the Von Ardenne cathode-ray oscillograph tube are now in the hands of the General Radio Co., Cambridge, Mass., according to John D. Crawford, engineer of that company. This tube is designed for laboratory use and is distinguished from the one having an additional electrode which is designed for television. Both the oscillograph and television tubes are the product of Baron Von Ardenne noted young German inventor.

AN RCA VICTOR 1 kw. transmitter is to be installed for WEVD, New York, which on Dec. 4 was authorized by the Federal Radio Commission to change the location of its transmitter from Forest Hills to a point in Brooklyn to be determined by surveys with a portable. The station's authorized power is 500 w.

WJAY, Cleveland, has been authorized by the Federal Radio Commission to install a new General Radio Company (Cambridge, Mass.), crystal and box with a composite amplifier.

STATION NOTES

WGBS, New York, recently purchased by William Randolph Hearst, is installing new Western Electric equipment, and after Jan. 1 will broadcast from new studios in the Ritz Towers.

WACO, Waco, Tex., reports time available for sponsorship of weather reports between programs to the number of seven spots daily.

DONALD FLAMM, president of WMCA, New York, is spending \$5,000 for Hudson-Maxim window silencers and ventilators for all the station's studios. Outside noise is kept out, but fresh air is admitted.

HARRISON HOLLIWAY, manager of KFRC, San Francisco, is building a 50-watt crystal controlled transmitter for short wave work. He plans to communicate with similar stations over the world via code and over shorter distances with voice.

WSB, of The Atlanta Journal, will erect its recently authorized 50 kw. transmitter as quickly as possible, according to Lambdin Kay, director.

XER, Villa Acuna, Mexico, broadcasting on 735 kc. with 75 kw., is carrying many of its programs via remote control from Del Rio, Tex., just across the Rio Grande River.

KEX, Portland, Ore., has undertaken an expansion program with new equipment and fixtures which will continue for 90 days, but without interruptions of programs, according to Larry Allen, manager.

WEBQ, Harrisburg, Ill., has just in-

stalled a new crystal control. When the fourth zone radio supervisor checked the apparatus Dec. 3, he found the station did not vary one cycle off its 1210-kilocycle frequency. THE EDUCATIONAL unit of WABC, New York, has a model of the new 50,000-watt transmitter so that lecturers can explain the route programs follow from the time the microphone is actuated until they leave the vertical aerial tower at Wayne Township, N. J.

WRAC, Williamsport, Pa., has just completed the enlargement of its quarters to include a new audition studio and additional offices.

FACILITIES of WMT, Waterloo, Ia., have been offered without cost to the State of Iowa for use during Education Week in that state. Harry Shaw, president of the National Association of Broadcasters and owner of the station, wrote Gov. Dan Turner that every Iowa radio station has considerable time which no doubt could be used for the same purpose.

FROM KGMB, Honolulu, came the first congratulations to WOL, Washington, on the occasion of the latter's birthday Dec. 9, which was celebrated by a special all-day feature program. C. Stamford Cost, general manager of KGMB, happening to be in Washington, dropped in at WOL and conveyed the Hawaiian station's good wishes. He said when KGMB went on the air for the first time, the only other station in Honolulu, KGU, voluntarily remained silent for an hour.

WSAZ, Huntington, W. Va., dedicated a special DX program to the Radio Listeners' Club of Central New England, conducted under auspices of WTAG, Worcester, for one hour after midnight Dec. 7.

PROGRAM NOTES

CONTRACT Bridge, the new NBC comedy series, has met with such success that Ruth McCloy, author and director, has been asked to write a series of scripts for movie shorts on the same subject.

THE VETERAN Wireless Operators Association presented a dramatization of Marconi's wireless conquest of the Atlantic ocean on the thirteenth anniversary of the event, Dec. 12, over WOR, Newark, and the NBC network. The association awarded a medal to the inventor.

CHRISTMAS carols by the Advertising Club Singers, 60 male voices picked from the New York Advertising Club, will be heard in place of the usual guest speaker at 1:15 p.m., Dec. 23, over WEAF-NBC network. S. L. (Rox) Rothafel will offer a Yuletide greeting.

DR. HENRY HADLEY, noted American composer and conductor, inaugurated a new series of popular concerts with his Gold Seal Symphony Orchestra Dec. 13 over WOR, Newark. The programs, which at first will feature Ben Alley as tenor soloist, will be heard each Sunday at 6:45 p.m.

"THE TIPLERS," a harmony duo, stumbled into a contract with the Yankee network recently when they appeared in a special unemployment broadcast over WNAC, Boston. John Shepherd, 3rd, president of the network, who was listening in, was so impressed by their performance that he engaged them as a sustaining feature.

A LAVISHLY staged musical revue, created and directed by Raoul Marlo, of WOR, Newark, and enlisting talent from the station, was booked for presentation at Lowe's State Theatre in Newark for the week beginning Dec. 12.

THEODORE DREISER and Sherwood Anderson described conditions among the Kentucky miners in broadcasts over WGBS and WEVD, New York, on Dec. 5 and 8, respectively. The WGBS program was also carried over W2XCR.

ONE OF the most popular features over WELL, Battle Creek, Mich., is the "Scrapbook Lady," who reads interesting clippings sent in by listeners and gives recitations. This station, a 50-watter operated by the Enquirer-News, also devotes two half-hour periods weekly to Battle Creek College, in which such subjects as chemistry, history and music are treated. Once a week the Battle Creek Central High School band presents a three-quarter hour concert, and twice weekly Paul Riley, station musical director, gives a music appreciation hour. The local Federation of Labor also uses the station weekly for entertainment and talks by labor leaders.

PURSuing a policy of neglecting no major sporting event in New England, John Shepard, 3rd, president of the Yankee network, has assigned authorities to cover each sport for the microphone. Fred Hoey covers baseball, Ralph Gilroy football and Gerry Harrison wrestling and boxing over WNAC, Boston. Sports broadcasts originating in Providence are covered by Fred Long, supervisor of WEAN, while Joseph Lopez, supervisor of WICC, Bridgeport, covers all Bridgeport and New Haven sports.

WOMEN'S Club Radio Hour, a daily feature, save Sunday, at 11:30 a.m. over KMPC, Beverly Hills, Cal., presents speakers and musical talent from the various women's clubs in the vicinity of Los Angeles. Lois Harrison, director of women's activities of the Pacific Coast Products League, a booster of local industries, arranges and announces the program.

DONALD DAVIS, one-time winner of an Atwater Kent audition, started this first of this month as a soloist with the Ambassador Hotel coconut grove entertainers in Los Angeles. The program has been switched from KFVB to KFI-KECA.

MAJOR Bowes Capitol Family weekly program on Dec. 6 went back to Sundays after trying Friday broadcasts for the last nine months. Maj. Edward Bowes expressed the belief that Sunday is the best time for the program. It was heard for nine years previously on this day. The broadcast starts at 11:30 a.m., lasts an hour, and is carried over the NBC-WEAF network.

AN EXCHANGE of programs in the interests of the Junior Chamber of Commerce of Miami, Fla., was effected late in November by WTIC, Hartford, Conn., and WIOD, Miami. The Merry Madcaps of the Connecticut station dedicated an hour of dance music to WIOD, and the latter responded with a tribute to WTIC.

THE ROTH QUARTET with Vera Brodsky, pianist, inaugurated a series of concerts on Dec. 9 over WOR, Newark. The world famous quartet was brought to WOR by Miss Brodsky, who has been giving piano recitals over the station.

TED HUSING, CBS sports announcer, opened a series of interviews of officials and possible contestants in the forthcoming Olympic games over the WABC-CBS network on Dec. 11. The interviews will be conducted from 5:45 to 6 p.m. every Friday.

THE "TROVADORES Liricos de Cuba," the CMC, Havana, quartet, scored as the outstanding entertainment feature of the recent three-day international broadcast from WIOD, Miami, in which more than 200 radio stations of six nations participated.

A WIDE variety of subjects, ranging from Communism and the business depression to intercollegiate athletics, are offered at 1 p.m. each Monday, Wednesday and Friday by members of the faculty of the University of Georgia over WSB, Atlanta. The lectures continue until Jan. 1.

LOS ANGELES' far-famed Breakfast Club is permanently connected with KFVB, Hollywood, for the weekly meetings and special occasions. More celebrities have been presented before its microphone than that of any other Pacific Coast organization.

"Acqua Cheta" May Go Over Network

Stone, N.Y. Producer, Obtains Contract from G. Ricordi

THE MUSIC publishing house, G. Ricordi & Co. of Rome, which controls thousands of musical compositions, including the Puccini grand operas, has long held aloof to the call of the broadcasters eager to put the numerous Italian, Spanish and French selections on the air. Several years ago the sponsor of an American program contracted for rights to broadcast the Puccini operas at what was reported to be a very high price.

Ralph W. Stone, New York producer, walked into the National Broadcasting Company a few days ago to show a contract with Ricordi, which he asserts gives him the rights to the operetta "Acqua Cheta" for stage sound motion pictures and radio performances. He is now negotiating with NBC and has conferred with the officials at the Columbia Broadcasting System relative to releasing this music for the microphone.

An orchestra is being organized for the stage presentation and tour of "Acqua Cheta," and if the negotiations now underway succeed it will be broadcast. Mr. Stone, who has conducted a number of orchestras in Broadway successes, contends that this operetta is ideal for broadcasting. If it is done satisfactorily on the air, he believes that through his contract with Ricordi other light operas, of which he estimates there are about 40,000, may be heard on the radio in the United States.

"Our aim is to advance musical stage plays of foreign origin granting the foreign rights to production and presentation of certain successes, past and present," said Mr. Stone. "Our plans for an early presentation of 'Acqua Cheta' by Pietri and Novelli as a first venture are well under way. It is our intention to place these operettas in the key cities of the east following their initial showing in New York. Negotiations are progressing to carry these foreign presentations further, to include the sound picture and radio field.

"This, we feel, is an important step and one of interest to radio listeners because Ricordi controls 90 per cent of the Italian music. Our contract does not cover the Puccini operas or other Italian grand operas. It is associated with music of a lighter vein such as the operettas."

Log Changes Available

CORRECTIONS and changes in the list of broadcasting stations in the United States as of Dec. 1 have been made public by the Federal Radio Commission. The list details 37 changes in designations, 16 of which result from the recent high power grants. Deletions, additions, changes in call letters and changes in assignments which have occurred since the last addenda sheet was published on Nov. 2 also are enumerated. Copies of the new addenda sheet, may be procured from the Commission by writing for Mimeograph No. 5814.

Dr. Jolliffe Explains Allocation Standards Used by Commission

Radio Body's Annual Report Shows Applicants How to Determine Engineering Requisites

WHY AND wherefore of the Federal Radio Commission's engineering methods of broadcast allocations, which have been something of an enigma to the industry, are defined for the first time in the annual report of the Commission, just made available.



Dr. Jolliffe

"Empirical standards for broadcast allocation" is the way Dr. C. B. Jolliffe, chief engineer, describes the analysis. It embraces the day and night mileage separations adopted as standard by the Commission, as well as all other available engineering data regarded as authentic. The material was compiled by Andrew D. Ring, senior engineer of the Broadcast Section, whose duties include the presentation of engineering testimony at hearings on broadcasting applications.

Together with tables, charts and graphs, the analysis sets forth the "engineering yardstick" applied by the Commission to all broadcast applications raising engineering questions, Dr. Jolliffe said. He pointed out that practically all broadcasting application denials are based on engineering questions, yet very few applicants actually know that there are engineering objections at the time they tender their requests.

"By following the empirical standards, station engineers and other prospective applicants should be enabled to determine in advance exactly what the engineering requisites are and thereby should eliminate much lost motion and expense," Dr. Jolliffe asserted. "These standards answer the hundreds of engineering questions put to the Engineering Division by interested parties."

Moreover, declared the chief engineer, the standards set forth exactly what the Commission expects in the technical performance of stations. The yardstick gives the basis for determining just how the service of any given station measures up to the specifications set out in the rules and regulations.

New Standards

TO INSURE uniformity, it is brought out, it has been necessary to adopt many empirical standards of reception, interference, service area and the like that have not previously been published. In developing these standards, all sources of information now available have been used, and as more and more technical broadcast data are obtained these standards will necessarily change. Since many of the standards are also based on present day average receiving sets, average standards of listeners, present design of antennas, etc.,

they will be changed as the art progresses.

The standards are based and averaged upon data obtained through evidence given at hearings by expert radio engineers; the experience of Commission engineers based upon personal experiences and observations in the field and on studies of reports and publications on the subject; averages of hundreds of field intensity measurements made by the Radio Division, Commerce Department; a study of interference reports made by the Radio Division; several complete surveys made of individual stations by Radio Division and other engineers with respect to service areas and interference; various published formulas on transmission; and the known characteristics of receiving sets.

The problem most difficult to solve and at the same time the most important to consider with respect to service on a channel on which more than one station operates simultaneously at night is the "nuisance area" or interference range, the report states. The standards define this area as one over which interference may be caused to reception of other stations on the same frequency. A 1 kw. station has an average good service radius of approximately 40 miles and a nuisance radius of about 1,000 miles. A 1 kw. station located less than 1,000 miles from a second 1 kw. station will have mutual interference that will limit the good service radius to less than 40 miles.

Interference to reception is defined as any spurious or extraneous sound accompanying reception, but as used in connection with the standards it refers to objectionable sounds present over 10 per cent of the time. Thus the good service area is defined as that in which satisfactory reception free from interference is obtained at least 90 per cent of the time.

Classes of Service

WITH respect to field intensities, the standards set forth that for good service, depending upon the noise level of the area to be served, such intensities are divided into three classes. In a business city, the signal should be 10 millivolts per meter, in a residential city, 2 millivolts per meter; and in rural areas, 0.5 millivolts per meter. For fair service, the signal is one-half of these values, and for poor service one-fourth. The figures were said to be subject to change if the noise level is unusual or fading is experienced.

The study also defines standards governing average distances over which stations of various powers can be expected to give service, with the stations classified in the various categories of service. Geographical separation standards for stations on adjacent frequencies are defined in detail, as are the mileage separations, both day and

night between stations on the same adjacent frequencies.

A study of characteristics of many receiving sets reveals that the ratio necessary to prevent interference varies widely with different sets. The limit of common commercial broadcast receivers was found to lie within the ratios of 1 to 10 and 10 to 1. Old receivers with tubes of impaired emission, changed tuning, etc., will undoubtedly be less selective than the new receivers studied. Many reports received from listeners complaining of cross-talk which have been investigated disclosed that the separation is often greater than called for in the standards.

It is recognized that absorption and other physical conditions vary widely throughout the country and that the tables may be conservative for certain areas, while in others, they give unnecessary protection from interference. This is taken into consideration in studying individual cases.

The detailed analysis of the empirical standards, together with the graphs and charts, are all contained in the Commission's annual report, which may be procured from the Government Printing Office, Washington, for 15 cents.

Radio Service Men Form an Institute

Larger Audience Predicted as Chicago Movement Spreads

LARGER audiences for broadcasting stations will result from the operation of the Institute of Radio Service Men, organized last summer with headquarters at 720 South Dearborn St., Chicago, according to Ken Hathaway, formerly technical editor of the Chicago Daily News. The purpose of the organization, said to be international in scope, is to provide a technical headquarters for radio service men as the Institute of Radio Engineers does for engineers.

"While broadcasters have provided consistently high grade transmission, the number of listeners is below what it should be, principally because with the rapid expansion of the radio industry the importance of the service branch has been overlooked," Mr. Hathaway said.

The institute is the outgrowth of a successful experiment conducted last winter in Chicago, Mr. Hathaway explained. Some 330 radio service men met twice monthly to discuss mutual problems of their vocation. One of the principal topics was "What a Service Man Should Know About Broadcasting."

Similar programs have been started this winter in Chicago and New York, and other cities are to be added as the interest and gathering of radio service men warrants.

Back on the Air

WJBL, Decatur, Ill., whose transmitter was destroyed by fire Nov. 20, has rebuilt the station with composite equipment and was scheduled to be back on the air Dec. 10.

WWV to Broadcast Frequency Signals

Transmitters and Receivers Can be Checked Shortly

A NEW SCHEDULE of standard frequency radio signals will emanate from WWV, of the U. S. Bureau of Standards in Washington, covering January, February and March transmissions for use of all kinds of radio stations in adjusting transmitters to exact frequency and by the public in calibrating receiving apparatus, according to announcement by the Bureau. All transmissions are on 5,000 kilocycles and can be heard and utilized by stations equipped for continuous-wave reception within range of WWV.

The accuracy of the transmitted frequency is at all times better than one part in 1,000,000. Signals are by radiotelegraphy. They will be given continuously from 2 to 4 p. m., and from 8 to 10 p. m., EST, every Tuesday. The dates are Jan. 5, 12, 19 and 26; Feb. 2, 9, 16 and 23; and March 1, 8, 15, 22 and 29.

The transmissions will consist mainly of continuous, unkeyed carrier frequency, giving a continuous whistle in the phones when received with an oscillatory receiving set. The first five minutes of the transmission will consist of the general call (CQD-WWV) and announcement of the frequency. The frequency and the call letters of the WWV are to be given every 10 minutes thereafter.

Information on how to receive and utilize the signals may be obtained by addressing a request to the Bureau of Standards, Washington, D. C. From the 5,000 kilocycles any apparatus may be given as complete a frequency calibration as desired by the method of harmonics.

A statement from the Bureau says that it "is desirous of receiving reports on these transmissions, especially because radio transmission phenomena change with the season of the year. The data desired are approximate field intensity, fading and the suitability of the transmissions for frequency measurements. It is suggested that in reporting upon field intensities for these transmissions, the following designations be used where field intensity measurement apparatus is not at hand: (1) hardly perceptible, unreadable; (2) weak, readable now and then; (3) fairly good, readable with difficulty; (4) good, readable; (5) very good, perfectly readable. A statement as to whether fading is present or not is desired, and if so, its characteristics, such as whether slow or rapid and time between peaks or signal intensity. Statements as to type of receiving set used in reporting on the transmissions and the type of antenna used are likewise desired. The Bureau would also appreciate reports on the use of the transmissions for purposes of frequency measurement or control."

THE INSTITUTE of Wireless Technology moved to more commodious quarters at 72 Oxford Street, London, on Dec. 1.

Drastic Commission Rules Revisions

(Continued from page 6)

the Commission, provided all parties who participated in the original hearing are notified of the request. The Commission, in its discretion, may fix a time for such argument to be heard, or it may consider and decide the matter without argument.

As to quotas of facilities and the unit values of stations, the Commission retains the same base set forth in General Order 92. Certain minor modifications in unit values of stations in the lower and more complex categories, such as stations operating the equivalent of one, two or three nights a week with varying powers, are effected. In every instance these revisions are upward by fractions of a unit.

The terms of General Order 105, defining the broadcast day, which require minimum operation of 12 hours for an unlimited-time station, are modified. Instead of specifying 12 hours, and instead of applying only to full-time stations, the amended regulation affects half-time and other classes of stations, specifying that a station shall maintain a "minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day," Sundays excluded.

"If the minimum operating schedule herein required is not adhered to," states the regulation, "the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours."

Provisions for the maintenance of program and operating logs by all broadcast stations, incorporated in General Order 106, are relaxed considerably by the Commission to relieve some of the hardship on small broadcasters. Complaint against the original provisions was made formally by the NAB.

For the guidance of limited time and daylight stations, the Commission promulgates in its rules and regulations, the average time of sunset for each month at various points throughout the country.

Television Regulations:

OUTSIDE the broadcast band the Commission has effected a widespread reallocation of frequencies to conform with the one-tenth per cent separation recommended in 1929 at the meeting of the C. C. I. R. at The Hague. Of particular interest and importance to broadcasters is the designation of 1550 kc., just outside the broadcast range, as the visual broadcast sound-track. The theory is that the conventional sound receiver will pick up 1550 kc. and that the use of this frequency for sound, in conjunction with a television receiver, will obviate the need of a short-wave set for sound-track pick-up. Heretofore 1604 kc. was designated as the sound track.

In addition the experimental television band from 1600 to 1700 kc. is established, in lieu of the 2850 to 2950 kc. band, the former band having heretofore been assigned to aviation. The exchange was made by mutual consent of the aviation and experimental television licensees in the interest of both groups.

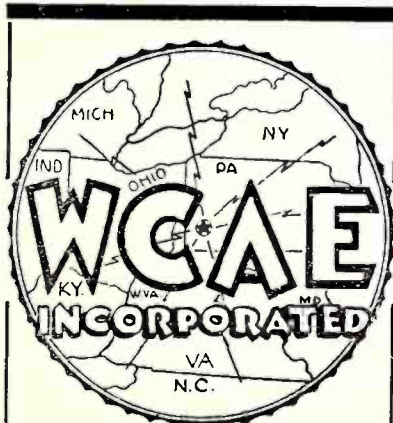
General Order 56, relating to visual broadcasting regulations, promulgated in 1929, was deleted by the Commission, and the following provisions were inserted in the regulations:

"Each applicant for experimental visual broadcast station permit will be required to show that he has a program of development outlined that promises to lead to improvement in the visual broadcast art and has the finances and facilities to carry out the proposed program.

"The licensee of an experimental visual broadcast station shall not permit the transmission of programs involving advertising features. This regulation, however, shall not be construed to prevent the transmission of a visual broadcast program simultaneously with a regular broadcast station program having commercial aspects, provided that commercial announcements, either oral or visual, shall not be made on the visual broadcast frequency. In all such simultaneous transmissions from a broadcast station in the band 550 to 1500 kc. and from a visual broadcast station in the band assigned to visual broadcasting, the regular broadcast station shall make the regular commercial announcements only on the broadcast frequency. Both stations shall make the announcements of call letters for both the broadcast station and the visual broadcast station on their respective frequencies; provided that when commercial announcements are made on the broadcast frequency, and the use of the visual broadcast frequency is referred to, the following form of announcement only shall be used:

"This program is being broadcast by television over station on the frequency of kilocycles. These visual broadcast transmissions are experimental."

In its annual report to Congress, the Commission covered in minute detail the activities and developments in all aspects of radio during the 1931 fiscal year, which ended last June 30. High tribute to broadcasters for their achievements and cooperative spirit was paid by Maj. Gen. Charles McK. Saltzman, chairman, on behalf of the Commission.



Pittsburgh, Pa.

The past year, he said, has seen almost a complete revolution in the type of equipment used in broadcasting stations. He pointed out that by the terms of General Order 111 all stations were required to have equipment which was capable of more than 75 per cent modulation.

"Such equipment results in the approach to an equalization between the service area and the nuisance area of a broadcasting station, thus extending materially the service area for most stations," he continued. "In many cases the changes in equipment which were necessary to meet the requirements of this general order likewise resulted in improved quality of transmission. In less than a year all stations were brought to the high level of service of which only a few stations boasted at the beginning of the year. The broadcasting stations of this country should be congratulated upon their willing cooperation in bringing this condition about."

Annual Report:

IN THE field of visual broadcasting General Saltzman said that rapid strides have been made, but as yet the Commission has not recognized commercial television.

"There has been a great improvement in the quality of images transmitted and in the amount of detail which it is possible to transmit," he stated. "However, the present number of visual broadcasting frequencies present a severe limitation on the number of stations which may be operated without in-

terference and on the character of the image which can be transmitted. The Commission has therefore encouraged the investigation of the use of frequencies above 30,000 kc. for the purpose of visual broadcasting."

Other technical improvements in broadcast transmission are in view, General Saltzman declared, by virtue of advances in frequency control. The remainder of his report dealing with broadcasting is as follows:

"In addition to the improvements in the equipment which gave more complete coverage for the stations, General Order No. 105 required that all full-time stations use the time assigned to them. Thus, full use is made of all the broadcast assignments.

"The development of broadcast transmitters, and particularly the frequency control of such transmitters, has been very rapid. At an informal hearing held April 20, 1931, the radio broadcasting industry unanimously agreed that much stricter frequency maintenance is possible in the operation of broadcast transmitters. It was developed that a ± 50 -cycle tolerance could be met by modern broadcast equipment, and that if stations maintain their frequency within ± 50 cycles per second there would be a large decrease in the amount of heterodyne interference. The Commission, therefore, by General Order No. 116, promulgated on June 22, 1931, required that installations thereafter made must be capable of maintaining the frequency of the station within ± 50 cycles, and that within one year

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all broadcasting stations must be brought within that degree of efficiency.

"The interference caused by harmonics of one class of stations to another class is extremely disturbing to all classes of radio communication. While in the design of broadcast transmitters manufacturers have made an attempt to keep harmonics to a minimum, there have been some cases of broadcasting stations causing interference to communications carried on the higher frequencies. Each case which has been brought to the attention of the Commission has been handled individually, and the broadcasting stations have in every case cooperated to reduce the interference. The continual improvements which have been made in broadcast transmitters have assisted materially in the solution of this problem.

"The Commission has on many occasions authorized the use of low-power transmitters for picking up, directly for rebroadcast purposes, events of national interest at points where wire lines were not available. This has made possible the description of many events which would not be available without such equipment.

"During the year 11 new broadcasting stations were authorized, while 20 were deleted from the active records. Of the 20 deleted, 5 were consolidated with other stations, 2 were consolidated into 1 new station, 2 voluntarily relinquished their licenses, 1 which had been inactive since 1928 was dropped, and 10 were denied the renewal of their licenses."

Activities Numerous:

JAMES W. BALDWIN, secretary, declared in his report that the 1931 fiscal year was a "busy one." More than 30,000 formal matters requiring commission action were handled. The Commission held 176 formal meetings, and sat en banc to hear oral arguments in 27 cases, revocation proceedings in two cases, and the important proceedings involving possible revocation of the more than 1,400 licenses held by subsidiaries of the Radio Corporation of America as a result of the determination by the Federal Courts that the parent company had violated the Clayton law in the "Clause 9" tube litigation.

The Commission granted 27,747 applications and denied 584, Mr. Baldwin said. There were handed down 203 decisions in docket cases, of which 132 were denied, 58 were granted, 6 were granted in part, and 7 were dismissed. For the 1931 fiscal year \$450,000 was appropriated, of which \$44,179.94 was disbursed.

Detailing activities of the License Division, George S. Smith, chief, said that the Broadcast Section alone received 3,784 applications during the fiscal year, or approximately equal the number received during the preceding twelve months. There were prepared and issued 3,233 instruments of authority, as compared with 3,345 during 1930.

Twenty broadcasting stations were deleted from the active records, five being consolidated with other licensed stations and two being merged into one new station. Eleven new stations were authorized to be constructed, Mr. Smith

said, making a total of 612 authorized stations, as compared with 621 for the previous year.

Dr. C. B. Jolliffe, chief engineer, submitted a comprehensive report outlining the brisk activity of his division during the fiscal year. Among other things, he brought out that as of June 30, 1931, there were only 420 stations operating simultaneously during evening hours, whereas, when the Commission took over radio regulation in 1927 during the period of chaos, there were more than 700 stations on the air operating indiscriminately.

The engineering division report was divided into four sections. V. Ford Greaves, chief of the Broadcast Section and assistant chief engineer, discussed in detail the method of evaluating broadcast facilities, new empirical standards used as the basis for engineering testimony in hearings concerning broadcast stations prepared by Andrew D. Ring, broadcast engineer, synchronization, laboratory developments, and related subjects.

Experiments are being made with antenna structures to reduce the power radiated in the sky wave, he said. "The results reported on these structures, in the broadcast band, are not as yet very promising."

With respect to synchronization, Mr. Greaves said that three experimental operations and one regular operation are authorized during regular program hours. Three distinct methods are employed. He said, however, that while all these experiments are being observed very carefully, "as yet no general conclusions can be drawn."

"The reason for synchronizing broadcast stations is to make it possible to give a better class of service to a larger number of listeners and thus make more complete use of all broadcast frequencies," Mr. Greaves declared. "The experiments which are being carried out are demonstrating the advantages and disadvantages of the synchronization of broadcast stations and are yielding very valuable data, which will make possible the determination of the value of such operation."

Experiments Promising:

E. K. JETT, assistant chief engineer in charge of the Commercial Communications Section, outlined the scope of activity in fields other than broadcasting during the fiscal year. Discussing experimental television, he said preliminary reports indicate the use of the ultra high frequencies "show great possibilities and many transmissions are being observed."

"In view of the possibility of visual broadcast requiring very wide frequency bands," he said, "no limitation has been put on the band widths to be used in the very high frequencies. Licenses in these bands are authorized for the present to use as great a portion of the band as is necessary in order to transmit the best picture possible."

With respect to experimental relay broadcasting service, Lieut. Jett said there has been no material increase in the number of licensees for this type of service. A number of stations, however,

have been granted increased power in order to make possible a more satisfactory and reliable service.

Activities in international communications, notably their regulation, were discussed by Gerald C. Gross, chief of the International and Interdepartmental Relations Sections. While he stressed the importance of the International Radio Conference, to be held at Madrid in September, 1932, Mr. Gross did not mention the determined movement abroad for the widening of the broadcast band into the long waves below 550 kc., as a means of relieving congestion. This important subject is certain to be raised, but the United States, as yet, has not announced what position it will take on the matter.

Radio law was written during the fiscal year by the courts, Col. Thad H. Brown, general counsel, declared in his report. He alluded particularly to the case of Dr. Brinkley, whose station KFKB, Milford, Kans., was deleted because his programs were held to be "inimical to the public health and safety," as which in which fundamental radio law was written. This precedent since has been cited by the Commission in deleting several other stations.

In all, the legal division had a "strenuous year," Col. Brown declared. Work was coordinated so that separate sections handled court cases, hearings before the Commission, and investigation and prosecution of unlicensed stations or those under observation for violation of regulations.

Much Litigation:

REVIEWING litigation, Col. Brown said that of the 31 cases pending June 30, 1930, 13 were finally decided by the courts; opinions and interlocutory orders were handed down in 7; 9 were dismissed by the courts or by the complaining parties and 2 were pending when the fiscal year closed. During the fiscal year, 25 new cases were filed and the Commission appealed one case to the Court of Appeals of the District of Columbia.

Of the 25 new cases, two were decided; ten were dismissed prior to or following preliminary hearing, and 14 were pending when the fiscal year ended. The total number of cases pending on July 1, 1931, was therefore 22, as compared with 31 at the same time last year.

During the fiscal year examiners for the Commission heard a total of 317 cases, Ellis A. Yost, chief examiner, declared in the report of the Examiners' Division. Of this number, 260 were reported to the Commission when the fiscal year ended and 57 remained unreported.

Although the radio act authorized the Commission to appoint examiners upon its inception in 1927, no such appointments were actually made prior to June 30, 1930, Mr. Yost explained. Effective Sept. 1, 1930, however, provision was made for the appointment of examiners and their conduct of hearings. Then the examiners were a part of the Legal Division, but the Commission on Dec. 19, 1930, created a separate examiners division, of which the chief examiner was made head.

Baird Tells Visual Plans for WMCA

PLANS for the installation in this country of the television system evolved by John L. Baird, British inventor, were outlined before the Federal Radio Commission by the inventor himself at a hearing Dec. 1 on the application of the Knickerbocker Broadcasting Co., operating WMCA, New York, for visual broadcasting facilities.

Mr. Baird said that as a British subject, he was not privileged to hold a radio license in this country. He said, however, that he would supervise the installation of the apparatus for WMCA and direct the experimental operation. Power of 1,000 watts in the 2850-2950 kc. band is sought.

Radio Pictures, of which John V. L. Hogan, New York engineer and inventor, is head, is assigned to this same band, and, through Louis G. Caldwell, counsel, objected to granting the WMCA application on the ground that the former's experiments in the same band would be seriously curtailed since a division of time would result from the WMCA assignment.

Commission examiners also heard during the week of Dec. 1, arguments in behalf of WJR, Detroit, and WGAR, Cleveland, for authority to use the ultra-high frequency bands in television experiments. WJR also sought authority to use the continental band of 2000-2100 kc., 500 watts, during limited hours. An application by the Detroit News, operating WWJ, for a set of continental and ultra-high frequencies to be used with 1,000 watts was denied by the Commission because of failure of the applicant to enter an appearance at the scheduled hearing.

Policy on Mexican Stations Is Urged

THE URGENT need for adoption of a definite policy by the United States government with respect to the use of broadcast frequencies by stations under construction in Mexico was expressed by Louis G. Caldwell, former general counsel of the Federal Radio Commission, at a meeting of the American Section, International Committee on Radio, in Washington Nov. 30. Mr. Caldwell said conditions are becoming serious and that unless steps are taken for the orderly use of these wave lengths a situation may develop that will be most detrimental to domestic stations.

The session was attended by officials of the Commission, State Department, Army and Navy, as well as by lawyers, engineers and others prominent in Washington's radio affairs. Senator Wallace H. White, Jr., Republican, of Maine, president of the section presided. Irvin Stewart, of the Treaty Division of the State Department, outlined plans for the forthcoming International Radiotelegraph Conference at Madrid, and A. L. Ashby, vice president and general attorney of NBC, discussed certain aspects of the radio rate regulation case pending before the Interstate Commerce Commission.

Counsel Asks Writ Of Supreme Court In Shuler Appeal

Freedom of Speech, Censorship and Property Issues Up



LOUIS G. CALDWELL of speech on the air, censorship of programs and property rights of stations were the issues carried to the Supreme Court of the United States Dec. 8 by Louis G. Caldwell, counsel for KGEF, Los Angeles, which was deleted by the Federal Radio Commission last month because of the broadcasts of the Rev. Robert P. Shuler.

On behalf of the Trinity Methodist Church, South, licensee of the former station, Mr. Caldwell asked for a writ of certiorari, even though the lower courts have not finally adjudicated the case. He petitioned the Supreme Court to reverse the order of the Court of Appeals of the District of Columbia, denying his request for a stay order, so that KGEF might return to the air during the litigation.

It is the first case in which the practical issue of freedom of speech on the air has been raised. Although the Commission has chosen to ignore the free speech issue, Mr. Caldwell has made it the primary basis for his appeals and for that reason has attempted the short-cut to the Supreme Court. Usually an appeal to the Supreme Court is not construed proper until the lower court has finally decided the issue against the appellant. In this case, however, Mr. Caldwell feels that the denial of injunctive relief by the Court of Appeals is sufficient grounds upon which to base a petition for review. While the procedure is unusual, it is not unprecedented.

Constitution Cited

THE COMMISSION'S deletion of KGEF as well as the refusal of the appeals' court to grant a stay order were cited by Mr. Caldwell as transgressions of the constitutional guarantees of free speech and compensation and due process of law before deprivation of property. He declared the investment in KGEF was \$43,250.

Mr. Caldwell inferred that the Shuler case was analogous to the Minnesota gag law case decided by the Supreme Court last June, in favor of the freedom of the press. He contended that the Court of Appeals did not give proper effect to this decision of the Supreme Court by extending the principles here expounded to broadcasting.

In its decision the Commission charged Shuler with having incited religious strife and antagonism." His programs were termed "undecent and obnoxious to the listening public." In his original appeal the lower court, filed Nov. 30, Mr. Caldwell said this decision was "direct and unmistakable challenge to the right of free speech" and declared that certain "implications" in the Commission's deci-

Radio and Weather

PERSONS who insist that radio affects the weather are all wet, in the opinions of W. J. Humphreys, chief of the meteorological physics division of the Weather Bureau, and C. W. Horn, general engineer of NBC. Despite frequent denials, however, letters of complaints continue to reach radio stations and newspapers. The most exhaustive research has failed to reveal any basis for the superstition that an intense drought or excessive rains can be blamed on radio. Someone recently even appealed to the League of Nations to order all European broadcasting stations to get off the air for five or six weeks in order to end the wet weather.

sion as to Shuler were misleading. The court, however, did not grant the stay order. It was the duty of the Court of Appeals, Mr. Caldwell contended, to grant the stay order because of the "undisputed showing of certain and irreparable injury to the station."

Defines License

"A LICENSE to operate a broadcasting station," he stated, "is not a mere privilege subject to defeasance at the whim of the Federal Radio Commission." "A licensee has a continuing right to renewal subject only to final determination, after due notice and hearing upon issues duly defined, that further operation of the station will not meet the statutory standard of public interest, convenience or necessity."

Mr. Caldwell held that the adverse decision not only has silenced KGEF, but has made it impossible for any other station in the country to broadcast the utterances of Dr. Shuler without exposing itself to the penalty of losing its license.

He delves into past jurisprudence on the subjects of freedom of speech and property rights. He concludes that the Shuler case is one calling for the exercise by the Supreme Court of its supervisory powers "in order that the Court of Appeals of the District of Columbia may be required to grant petitioner's petition for stay order, and that to such an end a writ of certiorari should be granted and this court should review the decision of said Court of Appeals and finally reverse it."

Whether the court grants the petition is decidedly conjectural. Should it decide negatively, however, it is presumed that Shuler's rights to appeal at a later date, in the event the lower court sustains the Commission, would not be prejudiced.

WWVA Is Moving

AUTHORITY has been granted by the Federal Radio Commission to WWVA, Wheeling, W. Va., to change its equipment and move its transmitter eight miles northwest of Wheeling as well as to move its studios locally in Wheeling.

Jurisdiction Issue of I. C. C. Rate Case

Examiner Holds N.Y. Hearing To Question of Authority

WITH arguments restricted to the question of jurisdiction rather than to the facts involved, the Interstate Commerce Commission for the first time is considering the scope of its authority, if any, over the broadcast advertising rate structure. Formal hearings arising from the complaint of the Sta-Shine Products Co., Inc., of New York City, described as a manufacturer of auto and shoe polishes, against the National Broadcasting Company and WGBB, Freeport, N. Y., were begun in New York City on Dec. 14 before an I. C. C. examiner, just as this issue of BROADCASTING went to press. (I. C. C. Docket No. 24738.)

The Commission first must determine whether the Interstate Commerce Act gives it authority to regulate advertising rates of stations and to evaluate broadcast properties as the basis for such rates. The defendants in their answers to the complaint contended, among other things, that they are not common carriers engaged in the transmission by wire or wireless or any other business subject to the provisions of the Interstate Commerce Act.

The suggestion made by A. L. Ashby, vice president and general attorney of NBC, and Frederick H. Wood, counsel for NBC, that the Dec. 14 hearing be confined to the jurisdiction question has been approved by Ulysses Butler, chief examiner of the I. C. C. In a letter to the interested parties on Nov. 28, Mr. Butler said there appeared to be merit in the defendant's suggestion.

"In the circumstances," the letter stated, "the evidence at the hearing on Dec. 14 will be limited to facts bearing upon the jurisdictional question, leaving the question of reasonableness, and otherwise lawfulness of the rates, charges, rules and regulations and practices, for further hearing after the determination of the jurisdictional question."

Very little is known about the Sta-Shine Company. Although legally incorporated, there has been no showing that it has any particular standing in the auto or shoe polish fields. Ernie Adamson, of New York, is the counsel.

The complaint, originally filed Sept. 19 but subsequently amended, alleged that the NBC and the Freeport station charged "exorbitant" rates for time on the air. It alleged further that the NBC had refused to furnish facilities and the I. C. C. has the authority to fix and regulate rates. NBC and the Freeport station, it was charged, had failed to file schedules of tariffs as required by the law of all "common carriers."

The I. C. C. never before has formally considered whether it has jurisdiction over radio. While the commission has had occasion in the past to give cursory thought to the matter, no formal complaint, such as that of the New York company, has been filed previously. Commissioner Joseph B. Eastman has expressed a personal view that

KOMO Objects

OBJECTION to the report of Secretary of the Interior Wilbur's Advisory Committee on Radio, in which the statement is made that KOMO, Seattle, has shown "no feeling of responsibility for starting school programs on time," is made by the management of KOMO which offers letters from educators in charge of its educational programs and also the evidence of its station log to refute the charge.

Bakery Sponsors Civic Events, Cuts Advertising

INSTITUTIONAL advertising on the air without any commercial copy has proved effective for the Bricker Baking Co., of Lancaster, Pa., using WGAL, of that city. Adopting a policy of sponsoring all important civic events, the company makes only the announcement: "This program comes to you through the courtesy of the Bricker Baking Company—just another one of their services to the community." The company also sponsors a five-minute talk every morning in which persons of prominence in the community are invited to participate.

the I. C. C. does not have the authority to regulate broadcasting rates in any fashion.

The Sta-Shine company, on Dec. 5, filed with the I. C. C. an amended complaint in the case, in which it alleged, among other things, that the NBC not only is a corporation engaged in the transmission of intelligence for hire by wireless, but also by wire. Specifically cited were the wire lines maintained between stations of the network and the arrangements with the A. T. & T. for the use of such wires.

The new allegations in the amended complaint are as follows:

"Defendant has failed and refused to furnish facilities for sending complainant's messages at night, although other persons are provided with facilities denied to complainant.

"Complainant alleges upon information and belief that defendant National Broadcasting Company is also engaged in the transmission of intelligence for hire by wire in interstate commerce in that its several wireless or radio stations located in different states are connected by wires over which the said intelligence is transmitted.

"Complainant alleges upon information and belief that defendant National Broadcasting Company has entered into an arrangement with certain telephone companies for the use of the wires above mentioned and also for the establishing of a through route for the handling of the traffic in intelligence collectively called messages.

"Complainant alleges that no contracts or written documents have been filed with the Interstate Commerce Commission by defendant National Broadcasting Company as required by law showing what arrangements exist between the telephone companies and defendant for having handled the said traffic, all in violation of the act."

Denial of Booster To CBS Explained

Ultimate Quota Increase Held Obstacle by Commission

REASONS for its denial, by three to two vote, of the CBS application for an experimental booster station in Washington to be linked with WABC, New York key, were set forth by the Federal Radio Commission in its formal statement of facts made public Dec. 4. The statement represented the views of Chairman Saltzman, Vice Chairman Sykes and Commissioner Starbuck, Commissioners Robinson and Lafont having dissented.

The Commission held that granting of the application would not increase the quotas for either New York or the District of Columbia, since radio facilities employed in experimental use are not so chargeable. It said, however, that should the proposed operation demonstrate the practicability of employing synchronized boosters, it would be necessary either to discontinue the operation, under the quota regulations, or to authorize the operation regularly.

The grounds for decision were enumerated by the Commission as follows:

"1. Washington, D. C., and surrounding area, now receive good radio broadcasting service from a number of existing stations. The programs now received include many of the same chain programs which are proposed to be offered by the applicant in this same area, and there does not appear to be a need in that area for additional radio service.

"2. The operation of the proposed station would deprive those persons residing in an area of 3,000 square miles near Washington of the service now received from WABC during evening hours. Although this present service from WABC in that area is not entirely satisfactory, the signal being subject to fading, it does not appear in this record that more satisfactory service is rendered throughout this area by any other existing radio broadcasting stations.

"3. Although the authorization requested is for experimental purposes, it appears from this record that the proposed project is contemplated by the applicant as an experiment only insofar as it would demonstrate the practicability of the intended synchronous operation of two broadcasting stations. The evidence adduced in this record clearly indicates that the entire plan is regarded by the applicant as a commercial enterprise and business expedient. The granting of an experimental authorization for the construction of a radio station to be operated as a purely commercial venture would be inconsistent with the proper application of the standard of public interest, convenience and/or necessity.

"4. In the event the proposed project were authorized and the operation proved practical it would be necessary to authorize any subsequent operation upon a regular basis as distinguished from an experimental basis, and such procedure would involve an increase in the radio broadcasting facilities of either the District of Columbia (in the event the main studio of the proposed station were located therein) or the state of New York. In either case the granting of such authority would violate the provisions of Section 9 of the Radio Act of 1927, as amended by the act approved March 28, 1928, in that the state of New York or the District of Columbia would be assigned more than

Burning Anything?

"THIS IS KQV, in Pittsburgh. Are you burning anything?" Thus does Fullerton T. McClough, KQV announcer, greet his audience in the "Blue Chasers" program every morning at 11:15. At every opportunity during the one-hour program, he reiterates the statement. The idea was born from a mass of mail suggesting that the radio would be a good medium to remind housewives of this frequent lapse. Another radio station has its announcers make the frequent statement: "Think of your neighbors. Turn down the set. The other fellow will appreciate your kindness."

their respective quotas of radio broadcasting facilities. No showing whatever is made in this record which would permit of an order requiring the forfeiture of any existing radio facilities.

"5. Station WABC, New York City, is now licensed for the use of 25 kw. regular and 25 kw. experimental power. Should the requested facilities be considered as an addition to WABC the granting of this application on an experimental basis would increase the assigned experimental power of that station by 250 watts. If granted on a regular basis the assigned regular power of WABC would be increased by 250 watts. In either case a violation of General Order 42 would result in that WABC would then be assigned in excess of 25 kw. regular and 25 kw. experimental power."

Radio Commission Budget is \$431,360

AN APPROPRIATION of \$431,360 for the Federal Radio Commission to defray its estimated operating expenses for the fiscal year 1933, which begins next July 1, was recommended by President Hoover in his annual budget message to Congress, made public Dec. 9. While the figure shows a decrease of \$34,020 compared with the current fiscal appropriation, it actually is an increase of \$11,165 over that appropriation because of the rent item for Commission offices.

The President explained that the 1932 appropriation of \$465,380 included an item of \$45,185 for rental of quarters. This, however, is omitted in the 1933 estimate and is included in the estimate for appropriations for Public Buildings and Public Parks of the national capital, which has taken over the handling of rents for independent establishments. The increased appropriation of \$11,165 would enable the Commission to add one engineer and four clerks to its personnel.

For the Radio Division of the Department of Commerce, an estimate of \$508,500 is made by the President, representing a reduction of \$48,200 compared with the appropriation for the current fiscal year. "Non-recurring equipment items in 1932 amounting to \$17,000 and reduced needs for field personnel have permitted a reduction of \$48,200 for the Radio Division," the President reported.

K·M·B·C

**"First—
in the Heart
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Becomes
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**Adding—
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At Your Service to Combine Perfect Acoustics with Beautiful Interiors

MANY stations have found the USG Sound Control Service especially helpful to them in correcting faulty acoustics and in insulating against disturbing noises. The beautiful new studio of WHK at Cleveland is typical. Individual studios are isolated by the USG System of Sound Insulation and walls and ceilings are treated with Acoustone Tile.

Without obligation, one of our Sound Control Engineers will gladly consult with you. He will tell you what treatment is needed in your studio—the installation of one of our many materials for absorbing sound or the insulation of floors, walls, ceilings, doors or machinery.

Some of the many other stations where our service has solved acoustical problems follow:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WGAO.

For an appointment with a USG Engineer, or for further information please address the United States Gypsum Company, Dept. B-12, 300 W. Adams St., Chicago.

**United States Gypsum Co.
Sound Control Service**

RADIO STRATEGY



IF Napoleon were to plan a radio invasion of
New England HIS FIRST MOVE would be to choose
the Station in that territory with the greatest

~~~~~**POWER**~~~~~

**WTIC**

THE TRAVELERS BROADCASTING SERVICE CORPORATION  
HARTFORD » CONNECTICUT « » ASSOCIATE N » B » C  
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

# ACTIONS OF THE FEDERAL RADIO COMMISSION

## NOVEMBER 30 to DECEMBER 14 INCLUSIVE

### Applications . . .

#### NOVEMBER 31

WFEA, Manchester, N. H.—Voluntary assignment of CP to New Hampshire Broadcasting Co. (Resubmitted).  
WJAY, Cleveland—Modification of license to change from D to unlimited on 610 kc., 500 w. day, 250 w. LS.  
KGFV, Kearney, Neb.—License to cover CP granted 10-9-31 to move from Ravenna, Neb., to Kearney, Neb.  
WJBL, Decatur, Ill.—Modification of license to change from sharing with WJBC to simultaneous D operation, share with WJBC at night.

KVI, Tacoma, Wash.—Modification of license amended to request 500 w. night, 1 kw. LS, instead of 1 kw. day and night, on 570 kc.

KHJ, Los Angeles—Determine license power by direct measurement of antenna input.

Applications returned: WEVD, New York City—Move transmitter and install new equipment; WTAR-WPOR, Norfolk, Va.—Increase power to 1 kw. day, 500 w. night; WQBC, Vicksburg, Miss.—Direct measurement of antenna input; WLBC, Muncie, Ind.—Modification of license for simultaneous D operation with WJAK.

W5XA, Shreveport, La.—License covering CP for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000, 400000, 401000 and above, 100 w. Experimental service.

W6XS, Los Angeles—Modification of CP for change in apparatus, change in power to 1 kw. and extension of construction period from 1-1-32 to 6-1-32 and change in location to 1076 W. 7th St., Los Angeles.

W2XE, Wayne, N. J.—Modification of CP for change in transmitter, location and extension of completion date to 3-1-32.

#### DECEMBER 3

WOAX, Trenton, N. J.—Modification of CP granted 6-24-31, to extend commencement and completion dates to 12-10-31 and 1-10-32 respectively.

NEW, Monroe, La.—CP for new station on 1420 kc., amended to request simultaneous D operation with WJBO at night, facilities of KMLB and portion of WJBO's facilities.

WFDV, Rome, Ga.—Modification of license to change frequency to 1500 kc., unlimited time, amended to request facilities of WTJS and KPFL instead of WRBJ.

KARK, Little Rock, Ark.—Voluntary assignment of license to Arkansas Radio and Equipment Co.

WJBL, Decatur, Ill.—CP to rebuild transmitter which was destroyed by fire.

KOMO, Seattle—Determine license power by direct measurement of antenna input.

KXRO, Aberdeen, Wash.—CP to erect emergency transmitter to operate with 50 w. power temporarily. Station destroyed by fire 11-22-31.

#### DECEMBER 4

NEW, Long Island City, N. Y.—Radio Engineering Lab. Inc., asks CP for 2004-2200, 2752-2952, 23000-60000 kc., 250 w. Visual service.

W2XF, New York City—Renewal of license for 43000-46000, 48500-50300, 60000-80000 kc. Visual.

#### DECEMBER 5

KUT, Austin, Tex.—CP to move transmitter locally.

KXRO, Aberdeen, Wash.—License to cover CP for emergency transmitter; also CP to install a new main transmitter. Station destroyed by fire 11-22-31.

WIXG, Shortwave and Television Corp., Portable—CP for increase in power to 200 w.; visual broadcasting.

W2XCD, Passaic, N. J.—Modification of visual broadcasting license for change in frequency to 1600 to 1700 in addition to 2000-2100 kc.

W9XA, Denver—Renewal of special experimental licenses for 830 kc., 12½ w.

#### DECEMBER 8

WSVS, Buffalo—Install automatic frequency control.  
WFOX, Brooklyn—Modify CP granted 10-2-31 as to transmitter location.

WNAC-WBIS, Boston—Determine license power by direct measurement of antenna input.

WAAB, Boston—Determine license power by direct measurement of antenna input.

KWEA, Shreveport, La.—CP amended to request authority to move station from Shreveport to Baton Rouge, La.

KGEZ, Kalispell, Mont.—Voluntary assignment of license to Donald C. Treloar.

#### DECEMBER 9

W2XX, New York—Renewal for 4100, 51400, 60000-400000 and above 401000 kc., 2.5 kw. Experimental television.

#### DECEMBER 10

WTBO, Cumberland, Md.—Modification of license to change from 1420 kc., 100 w. 250 w. LS, unlimited hours, to 590 kc. 250 w., unlimited hours.

WAAB, Boston—Modification of license to change from 500 w. to 500 w. night, 1 kw. D.

WHBC, Canton, O.—CP to make changes in equipment and to increase power from 10 to 100 w.

NEW, Center, Tex.—J. B. Sanders for CP to use 1310 kc., 100 w., share with KFPM.

NEW, Natchez, Miss.—WNAT Broadcasting Co., for CP amended to request 1500 kc. 100 w., unlimited time, facilities of KGMP.

NEW, Roseville, Cal.—CP to use 1400 kc. 30 w. D.

NEW, Gillette, Wyo.—Stewart and Sayles, for CP to use 1310 kc. 100 w., specified hours, facilities of KDYL.

KFQD, Anchorage, Alaska—License to cover CP granted 6-19-31, for change in equipment.

NEW, Roseville, Cal.—Franklin Electric, for CP to use 1410 kc. 10 w., specified hours.

KVI, Tacoma, Wash.—Install automatic frequency control.

NEW, Manhattan, Kan.—Kansas State College of Agriculture, asks CP for frequencies within television band, irregular power; visual broadcasting service.

#### DECEMBER 11

WCGU, Brooklyn—Modification of license to operate from 1 a.m. to 2 a.m. daily in addition to time sharing agreement.

WBBC, Brooklyn—Modification of license to operate from 12 midnight to 1 a.m. daily in addition to time sharing agreement.

NEW, Jamaica, N. Y.—Charles L. Bennett for CP to use 1210 kc. 100 w. share with WGBB, WCOH and WJBI, facilities of WMRJ.

WWSW, Pittsburgh—Voluntary assignment of license to Walker and Downing Radio Corp.

WTFW, Hopkinsville, Ky.—License to cover CP granted 8-12-31, to rebuild station.

NEW, Austin, Tex.—Q. C. Taylor for CP to use 1500 kc. 100 w., unlimited time, facilities of KUT.

WTOC, Savannah, Ga.—CP to make changes in equipment.

NEW, Springfield, Mo.—M. B. Wray and E. D. Stewart for CP to use 1500 kc. 100 w., unlimited time, facilities of KGIZ.

KGCU, Mandan, N. D.—License to cover CP granted 6-26-31, for change in frequency, power, and hours.

KPJM, Prescott, Ariz.—Install automatic frequency control.

#### DECEMBER 14

WOS, Jefferson, Mo.—Voluntary assignment of license to John D. Heiny.

NEW, P. L. Carriger, M. A. Carriger, E. D. Stewart and A. E. Stewart, D/B as Shreveport Broadcasting Co., Shreveport, La.—CP for new station to use 1310 kc., 100 watts, unlimited time. Facilities of stations KRMD and WTSL, Shreveport, requested.

The following applications have been returned to the applicant: WGHI, Little Rock, Ark.—For specified hours of operation (request of applicant); WDAG, Amarillo, Tex.—Increase hours of operations to unlimited time (request of applicant).

### Decisions . . .

#### DECEMBER 1

WDEL, Wilmington, Del.—Granted CP to move transmitter and studio locally.

WRDO, Augusta, Me.—Granted modification of CP extending commencement and completion dates from July 15 to Nov. 15 and Nov. 15 to Dec. 31, 1931, respectively.

KIT, Yakima, Wash.—Granted modification of CP that the change of location indicated in CP (32 N. 3rd St.) be omitted and the present location 109 E. Yakima Ave., Yakima, Wash., be retained.

WAWZ, Zarephath, N. J.—Granted license covering changes in equipment 1350 kc., 250 w., shares with WCDA, WBNX and WMSG.

WBBL, Richmond, Va.—Granted license covering installation of new equipment, 1210 kc., 100 w., Sundays only.

WJTL, Oglethorpe University, Ga.—Granted license covering removal of transmitter from Oglethorpe University to Atlanta, 1370 kc., 100 w., unlimited.

KFSG, Los Angeles—Granted license covering changes in equipment, 1120 kc., 500 w., shares with KMCS.

WCSH, Portland, Me.—Granted authority to determine power in accordance with G.O. 115.

KFPY, Spokane, Wash.—Granted authority to determine power in accordance with G.O. 115.

KSMR, Fresno, Cal.—Granted approval of transmitter site at Elks Bldg., Bakersfield, Cal.

KFSG, Los Angeles—Granted authority to extend program test for period of 10 days.

WJAG, Norfolk, Neb.—Granted authority to operate two additional hours after sunset with 500 w. power.

NEW, Ray-O-Vision Corporation of America, Ltd., Los Angeles—Granted CP experimental service.

W2XCZ, New York City granted renewal of special experimental license.

Set for hearing: WSYB, Rutland, Vt.—Requests CP to move transmitter outside limits of Rutland, install new equipment and change frequency from 1500 to 1340 kc., and increase power from 100 to 250 w.; NEW, Western Michigan Broadcasting Co., Muskegon, Mich.—Requests CP for 1500 kc., 100 w., share with WKBZ; NEW, Albert J. Gerardo, Sturgis, Mich.—Requests CP, 1260 kc., 15 w., 5 hours per day; NEW, T. F. Zemla, E. LeRoy Pelletier, Harold T. Couglan, Pontiac, Mich.—Requests CP, 800 kc., 500 w., D; NEW, Wharton & Cline, Joplin, Mo.—Requests CP, 1420 kc., 100 w., unlimited time (facilities of WMBH); WMIL, Brooklyn—Requests modification of licenses to change frequency from 1500 kc. to 1300 kc., and hours of operation from sharing with WWRL, WLBX and WMBQ, to sharing with WEVD, WBBR and WHAZ (facilities of WHAP); WMSG, New York City—Requests modification of license to change hours of operation from sharing with WAWZ, WBNX and WCDA to sharing with WAWZ and WBNX only (facilities of WCDA); KVL, Seattle—Requests modification of license to increase hours of operation from sharing with KFSL to unlimited.

WSJS, Winston Salem, N. C.; WSAR, Fall River, Mass.; KTAB, San Francisco; KGNO, Dodge City, Kans.; all granted renewal of license and hearing cancelled.

#### DECEMBER 4

WWVA, Wheeling, W. Va.—Granted CP to make changes in equipment, move transmitter to 8 miles northwest of Wheeling, and move studio locally.

WEVD, New York—Granted CP to install new equipment and change location of transmitter from Forest Hills to Brooklyn, N. Y.

KJBS, San Francisco—Granted license covering installation of new equipment, 1070 kc., 100 w., 12.01 a. m. to local sunset.

WFEA, Manchester, N. H.—Granted voluntary assignment of CP to New Hampshire Broadcasting Co.

WJAY, Cleveland—Granted authority to install automatic frequency control.

KTHS, Hot Springs National Park, Ark.—Granted authority to change frequency from 1040 to 970 kc., from 3 p. m. to 6.30 p. m., CST, on Jan. 1 in order to broadcast football game.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL on afternoons of Dec. 5 and Jan. 1, in order to broadcast football games.

WJBL, Decatur, Ill.—Granted CP to rebuild transmitter which was destroyed by fire.

WJJD, Mooseheart, Ill.—Granted extension until Dec. 14 of authorization to operate until 8.30 p. m. CST.

WFBC, Knoxville, Tenn.—Granted license with the following provision: "The licensee of station WFBC will be required to share time with station WBHS if and when a license is granted authorizing station WBHS to be operated 6/7ths time on 1200 kc."

Set for hearing: NEW, Eastern Ohio Broadcasting Co., W. Philadelphia, Ohio—Requests CP for new station, 850 kc., 500 w., limited time; WCGU, Brooklyn—Requests modification of license to change frequency from 1400 to 1300 kc.; change hours of operation from sharing with WFOX, WLTH and WBBC to sharing with WHAP, WHAZ and WBBR (facilities of WEVD).

NEW, Automatic Radio Manufacturing Co., Inc., Boston—Denied CP, 35000, 1499 kc., 50 w.; also CP, frequency to be assigned, 50 watts.

NEW, The Evening News Assn., Detroit—Denied CP, 43000-46000, 2750-2850, 2850-2950 kc., 1 kw.

Applications dismissed at applicants' request: NEW, C. J. Scott, Beaver Falls, Pa.—CP, 560 kc., 25 w., unlimited; WJAS, Pittsburgh—CP, 920 kc., 1 kw., 2½ kw. LS, unlimited time; also modification of license, same frequency and power; KGIW, Trinidad, Colo.—Voluntary assignment of license to The Chieftain Printing Co.

KWKH, Shreveport, La. (Ex. Rep. 249)—Denied increase in power and change in hours of operation to unlimited; sustaining Examiner Pratt.

WWL, New Orleans, La.—Granted increase in power to 10 kw., but denied change in hours of operation, sustaining Examiner Pratt.

WKAU, Laconia, N. H. (Ex. Rep. 260)—Granted renewal of license, 1310 kc., 100 w., hours 9 a. m. to 1 p. m., and 3 p. m. to 8 p. m., sustaining Examiner Walker in part.

KFJI, Astoria, Ore. (Ex. Rep. 265)—Granted CP to move station from Astoria to Klamath Falls, Ore., and change frequency from 1370 kc. to 1210 kc., sustaining Examiner Hyde.

WOMT, Manitowoc, Wis.—Application for renewal of license withdrawn from hearing docket and regular renewal granted. (Station was cited for failure to operate 12 hours per day in accordance with G.O. 105.)

#### DECEMBER 8

WGN-WLIB, Chicago—Granted license covering erection of auxiliary transmitter (to be used in case of emergency only), 720 kc., 1 kw.

WRBJ, Hattierburg, Miss.—Granted extension of authority to remain off the air until Jan. 1, 1932.

WFOX, Brooklyn—Granted modification of CP to change location authorized by CP, from 58th St. and Avenue H, Brooklyn, to Lot 73½ and 74, Block 7975-A, Brooklyn.

WSM, Nashville, Tenn.—Granted extension of CP for period of 30 days.

#### GLOSSARY

CP—Construction permit.  
I.P.—Limited power.  
J.S.—Power until local sunset.  
LT—Limited time.  
KC—Kilocycles.  
KW—Kilowatts.  
D—Daytime.  
W—Watts.  
Ex. Rep.—Examiner's Report.  
G.O.—General Order.

KGFW, Kearney, Neb.—Granted permission to operate with power of 60 w. until new motor generator can be installed.

WMSC, New York—Granted authority to discontinue use of studio and transmitter located at 319 W. 49th St., New York, and to use the studio and transmitter of station WBNX, Bronx, N. Y.

WBAL, Baltimore, and WTIC, Hartford, Conn.—Granted special authorization to extend until Dec. 15, authority to operate synchronously with WEAF and WJZ.

KARK, Little Rock, Ark.—Granted license, 890 kc., 50 w., unlimited time. Also granted consent to voluntary assignment of license to Arkansas Radio and Equipment Co.

Applications denied pursuant to G.O. 93, Subtitle B, sec. 5, and the decision of the Commission in the matter of the applications of various stations for high power: WHAM, Rochester, N. Y.; WCCO, Minneapolis; WGN-WLIB, Chicago; WTMJ, Milwaukee; KGO, San Francisco; KOA, Denver; KPO, San Francisco; all for modification of license to increase power to 50 kw. NEW, Westmoreland Co. Radiophone Service, Greensburg, Pa.—Denied CP for new station, 810 kc., 250 w.,

NEW, Little Rock—Edmund G. Hilger requests CP, 90 kc., 250 w., unlimited time, (facilities of KARK); set for hearing.

## DECEMBER 11

WOAI, San Antonio, Tex.—Granted CP to erect auxiliary transmitter at Navarro and No. St. Mary's Sts., San Antonio, to operate on 1190 kc., 5 kw., in case of emergency only.

KUT, Austin, Tex.—Granted CP to move transmitter locally.

KXRO, Aberdeen, Wash.—Granted CP to erect emergency transmitter to be operated with 50 watts power until new transmitter can be installed.

KHJ, Los Angeles—Granted authority for direct measurement of power.

WOAX, Trenton, N. J.—Granted modification of CP to extend commencement date from 7-20-31 to 12-10-31 and extend completion date from 12-1-31 to 1-10-32.

WBZ, Boston—Granted modification of CP approving transmitter location at Millis Township and equipment be installed at that location.

WCAU, Philadelphia—Granted modification of CP, approving site selected for new 50 kw. transmitter location.

KXRO, Aberdeen, Wash.—Granted license covering emergency transmitter, 1310 kc., 50 w., temporarily; limited emergency transmitter.

KFXD, Nampa, Ida.—Granted license covering installation of new equipment increase in power to 100 w. and change in name of applicant.

WBEO, Marquette, Mich.—Granted modification of license increasing hours of operation from unlimited to specified hours.

WBAL, Baltimore, and WTIC, Hartford—Granted extension to Feb. 1 of authority to synchronize with WEAF and WJZ, and application for renewal of license set for hearing Jan. 13.

WHAZ, Troy, N. Y.—Granted extension of completion date of CP to Feb. 10, 1932.

Renewal of Licenses—The following applications for renewal of licenses were granted: WIAC, Ottumwa, Ia.; WTL, Oglethorpe, Ga.; WKBZ, Ludington, Mich.; FXL, Galveston, Tex.; KFXD, Nampa, Ida., and KGIW, Trinidad, Col.

WSYB, Rutland, Vt.—Granted renewal of license from Jan. 1, 1932, and ending according to Special Minute 3, 360, 1500 kc. 100 w., hours of operation daily except Sunday, 10 a.m. to 1 p.m., and 5 p.m. to 10 p.m.; weekdays 10 to 11 a.m.

WHDF, Calumet, Mich.—Granted renewal of license subject to the following: "This license far unlimited he is granted upon the specific representation of applicant that it is filing application to modify its license to specified hours. If said application is not filed within a reasonable time this unlimited license should not be construed as a finding by the Commission that the operation of this station is in the public interest, particularly in view of the showing in applicant's application for renewal of license that it is using less than 12 hrs daily."

WFDV, Rome, Ga.—Hearing ordered on request for modification of license; application has been amended. Authority is requested to change frequencies from 1600 to 1500 kc.; and specified hours, 7 a.m. to 1 p.m. and 7 p.m. to 10 p.m., EST, (now daytime station).

NEW, J. E. Wharton and M. B. Wray, Texarkana, Ark.—Hearing ordered on request for new station, 890 kc., 100 w., unlimited time (facilities of KARK, Little Rock, Ark.)

NEW, Mrs. A. J. Goiens and Carl E. Goiens, D/B as Black Hills Broadcasters, Sturgis, S. Dak.—Hearing ordered on request for CP for new station, 1200 kc., 15 kw. share with WCAT, Rapid City, S. D.

WABI, Bangor, Me.—Hearing ordered on request for voluntary assignment of license to First Universalist Society of Bangor.

VASH, Grand Rapids, Mich.—Hearing ordered on request for consent to voluntary assignment of license to Minsky-Trendle Broadcasting Corp., Detroit.

NEW, Division of Water Resources, Dept. of Public Works—Portable, within State of California during period of experimental tests. Hearing ordered on request for CP, pre-assigned experimental bands, 10 watts, limited time. (Commissioner Lafount voted to grant application without hearing).

VHAM, Rochester, N. Y.—Denied request for waiver the conditions attached to its CP for installation of 5 kw. transmitter, pending adjustment of their appeal to the Court of Appeals of the District of Colum-

BJAC, Norfolk, Neb.—Cancelled authority to operate experimentally first two hours after local sunset at Norfolk, Neb., with 500 watts on 1060 kc., because of interference with WBAL, in Baltimore.

VNBW, Carbondale, Pa.—Granted CP to install new equipment, and set for hearing application to increase power from 10 to 100 watts.

VPCC, Chicago, Ill.—Denied application for CP, effective this date; Commission terminated license for this station on Oct. 16, 1931.

The following applications were dismissed at applicants' request: New, W. G. Jasper, Texarkana, Ark.—CP, 1420 kc., 50 watts, divide with KABC. Also CP, 1420 kc., 50 watts, divide with KFYO; NEW, W. G. Jasper, Paris, Tex.—CP, 1370 kc., 50 watts, share with KFJZ; NEW, W. G. Jasper, Muskogee, Okla.—CP, 1310 kc., 50 watts, share with KFJR; NEW, Frank Megargue, Trustee, Schuykill Broadcasting Co., Hazleton, Pa.—CP, 590 kc., 500 watts, daytime operation; WCGU, Brooklyn, N. Y.—Modification license, 1300 kc., 500 watts, to divide with WHAP, WHAZ, WNBK.

### Action on examiners' reports:

NEW, William O. Ansley, Jr., Abilene, Tex. (Ex. Rep. No. 259)—Denied CP for new station to operate on 1420 kc., 100 watts, 250 w., LS, unlimited time, sustaining Examiner Hyde.

WLBZ, Bangor, Me. (Ex. Rep. No. 263)—Granted application for renewal of license to operate on 620 kc., 500 watts, unlimited time, sustaining Examiner Pratt.

WTMJ, Milwaukee (Ex. Rep. No. 263)—Granted renewal of license to operate on 620 kc., 2½ kw. day, 1 kw. night, unlimited time, sustaining Examiner Pratt.

WFLA-WSUN, Clearwater, Fla. (Ex. Rep. No. 263)—Granted renewal of license to operate on 620 kc. with 500 watts day, 250 watts night, unlimited hours, sustaining Examiner Pratt in Part.

WDAE, Tampa, Fla. (Ex. Rep. No. 163)—Granted renewal of license to operate on 1220 kc., 1 kw., unlimited time, sustaining Examiner Pratt.

NEW, George G. Spratt, Coatesville, Pa. (Ex. Rep. No. 271)—Denied CP for new station to operate on 1210 kc., 100 watts, unlimited hours, sustaining Examiner Hyde.

NEW, C. F. Hardy, C. F. Johnson and M. Snively, D/B as Denison Radio Laboratory, Denison, Tex. (Ex. Rep. No. 279)—Denied CP by default for new station to operate on 1310 kc., 15 watts, share with KFPM, sustaining Examiner Walker.

## Examiner's Reports . . .

NEW, State University of Iowa, Iowa City—Examiner Pratt recommended (Report 294; Docket 1409) that application for television CP on 2000-2100 kc., 62 w., three hours daily be granted on experimental basis.

WHDH, Gloucester, Mass.—Chief Examiner Yost recommended (Report 296; Docket 1355) that application for permission to move transmitter to Saugus, 8 miles northeast of Boston, be granted.

WIOD-WMBF, Miami Beach, Fla.—Examiner Pratt recommended (Report 299; Docket 1326) that application for CP to conduct relay broadcasting to Central and South America be denied. Examiner Walker (Report 302; Docket 1258) recommended that application for authority to install new transmitter and increase power from 1 kw. to 2½ kw. D. be denied.

KGKB, Tyler, Tex.—Chief Examiner Yost recommended (Report 300; Dockets 1347, 1407, 1390, and 1389) that

application of Eagle Publishing Co. for renewal of license and voluntary assignment of license to East Texas Broadcasting Co. be granted and that applications of John E. V. Jasper, of Sherman, Tex., and The Voice of Montgomery, Montgomery, Ala., for CP on KGKB's channel be denied.

KWK, Kirkwood, Mo.—Examiner Hyde recommended (Report 301; Docket 1266) that application of Greater St. Louis Broadcasting Corp. for television CP on 2850-2950 kc., 500 watts, unlimited time be denied.

NEW, Philadelphia Storage Battery Co., Philadelphia—Examiner Pratt recommended (Report 303; Dockets 1384 and 1386) that applications for experimental visual broadcasting CP and general experimental CP be granted. Assignments approved: (1) 2750-2850, 43000-46000, 48500-50300, 60000-80000 kc. and 1500 w.; (2) 8650, 17300 kc. and 1500 w. Pratt calls attention to applicant experimental work in television under Philo T. Farnsworth and predicts further contributions to art. Awards probably will require time-division with RCA-Victor Co., Camden, and with Atlantic Broadcasting Corp., New York.

WRAK, Williamsport, Pa.—Chief Examiner Yost recommended (Report 295; Docket 1300) that application of Sun-Gazette Co., of Williamsport, be granted half time on 1370 kc. with 100 w. to share time with WRAK and that WRAK be relicensed with but half time.

NEW, St. Cloud, Minn.—Application of Weber Jewelry & Music Co., Inc., for new station on 1500 kc. to w. to share with KGFX, Moorhead, Minn., recommended for denial as in cases of default by Chief Examiner Yost. (Docket No. 1327, Report No. 304).

## Many Stations Still In Red Shaw Tells Commission

### NAB Head Pleads For Small Stations In Reviewing Economic Conditions

DECLARING that the prosperity of broadcasting has been "widely misrepresented," Harry Shaw, president of the National Association of Broadcasters, informed the Federal Radio Commission Dec. 12 that more than half of the stations in the country today are operating without profit.

Mr. Shaw appeared before the Commission informally to discuss general economic conditions affecting broadcasting stations throughout the country, based on personal visits he has made during recent weeks to stations, large and small, in many states. He said the industry is doing its utmost to attain the goal of stability and that if left to its own resources will "put its house in order willingly."

"I am proud to say that broadcasters take the responsibilities of operating their stations seriously," Mr. Shaw stated. "With very few exceptions, all station owners are trying to meet the highest standards of service. More than half of them are upholding these standards without the expectation of immediate profit. As a matter of fact, more than half of the stations in the country today are operating without profit but they are hopeful that as conditions improve they will be rewarded."

A strong plea for local stations was made by the NAB executive, himself owner and operator of WMT, Waterloo, Ia. He said they are fighting valiantly to uphold high standards of service and equipment in the face of depressed economic conditions. Locals, he added, must depend largely upon local advertising for support because the markets they serve are not always preferred by national advertisers.

"These stations are being faced with increased music license fees, the necessity for expenditures for new equipment and, in some instances, increased demands from local musicians' unions," he declared. "They are facing many problems which the Congress, the Commission or the general public little understand. Their energy, their resourcefulness, their ability to work and strive to preserve the American system of broadcasting, which is based upon competition and the initiative of the individual, in the face of hard times, deserves praise and not censure."

"Those of us," he said, "who have worked diligently to develop American broadcasting and to find ways and means of maintaining it without the necessity for taxation upon the public will not see it perish through indifference or neglect. Furthermore, we do not intend to see our industry destroyed by its enemies."

## Washington Visitors\*

D. E. Replogle, DeForest Radio Co., Pasadena, N. J.  
John V. L. Hogan, Radio Pictures, New York

A. L. Ashby, NBC, New York City  
L. E. Whittemore, A. T. & T., New York  
Donald Flamm, WMCA, New York City  
John L. Baird, Baird Television Co., Ltd., London

Frank R. Buttrey, KFBB, Great Falls, Mont.

Levering Tyson, New York City  
C. R. Cummins, WRAK, Williamsport, Pa.  
Stanley Hubbard, KSTP, St. Paul  
Carl Meyers, WGN, Chicago  
Dr. D. G. Young, WDCY, Minneapolis  
Henry Rines, WCHS, Portland, Me.  
O. B. Hanson, C. W. Horn, NBC, New York

Edward Jansen, KVI, Tacoma, Wash.  
H. V. Akerberg, WABC, New York City  
William S. Pote, WLOE, Boston  
S. G. Persons, WSFA, Montgomery, Ala.  
Hunter Watkins, WODX, Mobile, Ala.  
W. A. Wilson, WOPI, Bristol, Tenn.  
Campbell Arnoux, KTHS, Hot Springs, Ark.

Manning Stires, WBNX, New York City  
C. Stamford Cost, KGMB, Honolulu  
S. Barkas, Standard Sound Recording Corp., New York  
S. Howard Evans, Ventura (Cal.) Free Press

B. B. Musselman, WCBA-WSAN, Allentown, Pa.  
A. Z. Moore, WKJC, Lancaster, Pa.  
Charles L. Jaren, KGDE, Fergus Falls, Minn.

Jacob L. Pete, Ely, Minn.  
F. X. Farrell, Chicago  
Clarence Wheeler, WHEC, Rochester  
Edward Jansen and E. M. Doernbecher, KVI, Tacoma  
E. A. Beane, Chicago  
H. B. Wooten, WREC, Memphis  
L. P. Cashman, WQBC, Vicksburg, Miss.  
Leo Kennett, WSBT, South Bend, Ind.

\* A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, November 30-December 12.

# A View of Radio by a Newspaper Man

(Continued from page 9)

I should like to be surer of it than I am now.

I am not altogether comfortable, either, about asking the government to say where advertising can be and where it can't be, because I can see where this idea might become quite ambitious, and grow, once the principle is established. There have been some quite popular motions, now and then, about taxing advertising in newspapers and otherwise regulating it. It would be a crazy suggestion, of course, but somebody might come along with the proposition that the public ear, eye, mind, patience required protection from advertising in connection with the printed news, or from more than a prescribed proportion of advertising, once we get going on a government regulation.

As to the statistics involved in the radio broadcasting discussion the figures from the American Newspaper Publishers' Association come readiest to hand. For 1930 the following information is available on representative lines of advertising, reflecting percentages:

|                        | News-<br>papers | Magazines | Broadcast |
|------------------------|-----------------|-----------|-----------|
| Automotive             | 68.8            | 30.0      | 1.2       |
| Financial              | 83.5            | 4.0       | 12.5      |
| Radios and Phonographs | 59.6            | 24.6      | 15.8      |
| Gasoline and Motor Oil | 75.0            | 19.5      | 5.5       |
| Druggists' Sundries    | 83.9            | 15.8      | .3        |
| Foods                  | 47.3            | 45.4      | 7.3       |
| Soft Drinks            | 70.8            | 18.7      | 10.5      |
| Electrical Appliances  | 58.5            | 35.7      | 5.8       |
| Tobacco                | 81.1            | 12.5      | 6.4       |
| Railroads              | 81.3            | 15.3      | 3.4       |
| Steamships             | 79.6            | 20.4      | .0        |
| Clothing               | 81.8            | 16.7      | 1.5       |

As of June 30, 1931, compared to the same date for 1930 the following totals, both as to June and as to the half-year were made available:

| Total for 23 lines of products: |                |              |              |
|---------------------------------|----------------|--------------|--------------|
| June Totals                     | Totals to Date |              |              |
| 1930                            | 1931           | 1930         | 1931         |
| \$2,033,337                     | \$2,825,003    | \$12,689,650 | \$17,393,336 |

## Novelty Has Counted

COUPLED with the fact that national advertising volume in newspapers has shown a substantial shrinkage since 1929, the radio figures have taken on an alarming aspect, both as history and prophecy. Again I hazard my own guess to comfort the fears somewhat, and again I stipulate that my guess may be incorrect. We have been looking anxiously around to find out what caused what happened to us. It often has been more comforting to look elsewhere than in the mirror. It has seemed easier to point the finger of accusation toward Washington, or the state capital, or Russia, or Europe, or the farm bloc, or this thing or that thing, than to be introspective about it. Business has been jolted tremendously, markets were slipping, buying habits upset. If old things had somehow quit succeeding, the temptation was either to quit trying or to try something new. Radio has represented something new. I think this accounts for a good deal of the radio advertising volume. I fancy that a good many newspapers have been ex-

periencing a new competition from the hand-bill enterprise. This comes, I think, from the same underlying cause as does much of the radio volume—a rather frenzied effort on the part of advertisers to find a new cure for a very definite trouble.

I do not think there is any question but that the radio competes with the entertainment and magazine features of the newspaper—if in no other way than by dividing the available attention. I do not think the radio can compete with the newspaper in local news and in the interpretation of news. It probably is something more than a coincidence that the Sunday paper has fallen upon particularly tough times in the same period when the radio has been becoming a household commonplace.

Here is another guess rather than an authoritative conclusion: I do not believe the real newspaper, particularly the newspaper in the local field, has much to fear from the radio. If it is full of local news, well told, it won't lose readers to the radio or to anything else. And, holding readers by that power and by the additional power of real newspaper character it will hold advertising. I think much of the excursion of national advertising into the radio is an excursion only and that it will end where it started.

## Radio May Advertise

THERE is a possibility, too, that the newspaper may find more of an advertiser in the radio than it has previously hoped to find. It may be just a personal experience, but I have found that our own station, since it has been required to stand on its own feet, has voluntarily sought to place its programs in the newspaper and has not asked for special rate. The radio side of our publication has looked upon this as good business. Its own advertisers have been pleased that their programs have been printed fully in our newspaper in display type. Furthermore, a survey made recently, disclosed that the paid advertising of our own station was more widely read than the chain programs we printed free with the names of the sponsors omitted.

It is quite possible that the radio industry, young and struggling to

complete organization, may work out a system whereby it will charge its sponsor not only for radio advertising but for the paid newspaper advertising that should accompany it. If a big advertiser, the General Motors, for instance, has in mind a radio schedule, I do not believe that it would hesitate to spend an additional amount to carry newspaper advertising telling of it.

As a matter of fact, I believe that we would not only be doing our own duty but also doing the broadcasting industry a favor if we should name a committee to confer on the matter of bringing about newspaper cooperation with radio programs by the suggestion that network programs carry paid newspaper space. We must remember that a network broadcast comes high. If the announcement of not one, but all, network broadcasts be published in advance by the newspapers at card rates, it would not add materially to the price each sponsor is charged but it would contribute materially to the revenue of each newspaper.

Granting that radio is a competitor there seems a probability that it is the only medium which could work cooperatively with the newspapers. We do not find the billboard, the multigraph letter, the handbill or the free flysheet coming to the newspaper and seeking to pay for the privilege of announcing what it has to offer. Yet they are direct competitors for the advertiser's dollar in that they make the same appeal—the appeal to the eye. Radio makes the appeal to the ear. And it finds itself needing to tell its story in the natural medium of appeal to the eye—newspaper advertising. Perhaps in this connection you have noticed the recent establishment of a paid radio column announcing the programs in the New York papers.

## No Change at W9XAP

W9XAP, television adjunct of WMAQ, Chicago, now 50 per cent owned by NBC and 50 per cent by the Chicago Daily News, was licensed to NBC by action of the Federal Radio Commission Dec. 4. NBC officials state they contemplate no present change in the equipment of the television station, which was installed by Western Television Corp., Chicago.

# LARGER AUDIENCE

- A strong carrier and high percentage modulation provide the necessary coverage. Audience, however, requires more than "punch."
- Audience demands quality also.
- The same equipment which gives coverage will usually get audience, if properly adjusted.
- A frequency response and wave form analysis by a trained engineer, employing adequate instrument equipment will determine definitely whether the quality of transmission is such as to attract audience.
- The intelligent planning of future improvements requires such an analysis.
- Advertisers have the right to know whether an independent survey shows proper technical performance. Sales resistance may be decreased if such assurance can be given.
- The Radio Research Co., Inc., offers a complete independent engineering service to broadcast stations. A primary object of this service is to point the way towards the most effective use of the station's existing facilities.
- Correspondence is treated confidentially and promptly.

**Radio Research Company, Inc.**  
1204 Irving Street N. E.  
Washington, D. C.

## ELECTRICAL TRANSCRIPTIONS

A series of eighteen 15-minute programs featuring radio's famous songsters

# The Boswell Sisters

Connie—Martha—Vet

Distinctive programs for sustaining or sponsored features.  
Program lists and prices on request.

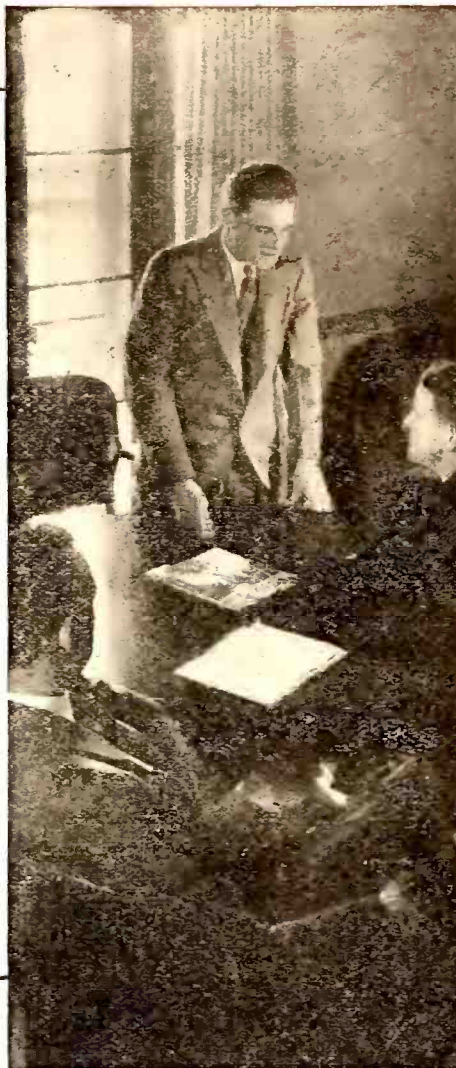
## CONTINENTAL EASTERN DISTRIBUTORS

Room 1107—Annapolis Hotel—Dept. B

Washington, D. C.

Phone—Nat'l 9220

—AND NOW, ON  
WBZ-WBZA, THE  
NEW YARDSTICK  
OF  
AUDIENCE VALUE



Six months ago Westinghouse Radio Stations announced "a new yardstick to measure AUDIENCE VALUE in radio advertising." From North, South, East, and West have come requests for added information. The whole radio advertising world, apparently, has become aware that something unique and significant has resulted from our studies of listening habits and audience response in areas reached by KDKA.

One question, many times repeated, has been, "How soon can we obtain similar information for New England? When can we have the benefit of the new Westinghouse yardstick on Stations WBZ-WBZA?"

Plans which were already under way when our first announcement was made have now been carried out. Today we have, for WBZ-WBZA, the same kind of information as is available for KDKA.

We can tell you, for instance, that the average daily audience of WBZ-WBZA in New England alone totals

421,000. We can show specifically that this audience spreads out over EVERY TRADING AREA OF NEW ENGLAND. We have evidence showing that ONLY THROUGH WBZ-WBZA WILL YOU REACH, WITH A SINGLE GROUP OF STATIONS, EVERY TRADING AREA OF THE FERTILE NEW ENGLAND MARKET.

To advertisers interested in New England, the data we have on WBZ-WBZA is as vital as the KDKA information has been to those concerned with Pittsburgh and its nearby trading areas. No radio advertising plans in New England should be made without a careful study of this new material.

Let a representative of Westinghouse Radio Stations give you detailed evidence. This is a good year to pass up conjecture and get down to FACTS.

**WESTINGHOUSE • RADIO • STATIONS**

**WBZ-WBZA**

Boston, Mass., Hotel Bradford  
Springfield, Mass., Hotel Kimball

**KDKA**

— COMMERCIAL OFFICES —

Pittsburgh, Pa., Hotel William Penn

**KYW-KFKX**

New York, N. Y., 50 East 42nd Street  
Chicago, Ill., 1012 Wrigley Building

## Little Attention to Radio in Congress

(Continued from page 6)

the subject. To the correspondent of BROADCASTING, Rep. Davis asserted that, while he was not at all satisfied with present conditions, he intended to approach the ramified problems of radio with an open mind.

His only desires with respect of radio advertising, he said, were to make the broadcasters more conscious of their duty to the public. Self-regulation is to be desired, he added, but failing to regulate themselves or to be regulated in the matter of advertising by the Radio Commission, the broadcasters may find Congress imposing new restrictions upon them. The Tennessee Congressman, author of the Davis equalization amendment, asserted that he, for one, wanted to impose no new restrictions upon broadcasting without first hearing the broadcasters' case.

### Anti-Lottery Bill

REP. DAVIS said he was considering introducing several radio bills, the nature of which he declined to disclose. Other bills affecting radio on the House side during the first week of Congress included one by Rep. French, Republican, Idaho, (H. R. 410) proposing amendment of the Radio Act so that "no persons within the jurisdiction of the United States shall, by means of radio communication, announce, advertise, or conduct a lottery, gift enterprise, or similar schemes offering prizes dependent in whole or in part upon lot or chance, or announce or advertise any list, or part thereof, of prizes drawn or awarded by means of any lottery, gift enterprise." An identical bill (S. 750) was introduced in the Senate Dec. 9 by Senator McNary, Republican, Oregon.

Rep. Vestal, Republican, Indiana, reintroduced his copyright bill (H. R. 139) "to amend and consolidate the acts respecting copyright and to permit the United States to enter the convention of Berne for the protection of literary and artistic works." This is practically the same bill opposed by the broadcasters at the last session. It was referred to the House Committee on Patents. The same bill was introduced in the upper house by Senator Hebert, Republican, Rhode Island (S. 21).

Among the first of the Senate bills to go into the hopper was that of Senator Fess, Ohio, who is chairman of the Republican National Committee. The bill (S. 4) is the same one he introduced in the last session, requiring the allocation of 15 per cent of the available wave lengths to educational institutions. Next came a bill by Senator White, Republican, Maine, who is former chairman of the House committee in charge of radio. It is an omnibus measure (S. 481) proposing numerous amendments to the Radio Act of 1927, which was enacted under his leadership while a House member.

Many of the White proposals are along the lines of the Radio Commission's own legislative recommendations to Congress, reported elsewhere in this issue. Among

the changes proposed are an amendment of the Davis amendment to make the latter inapplicable to the American island and territorial possessions, changes in court procedure and miscellaneous other changes. A significant feature of the White measure is the amendment of Section 10 of the Radio Act "to prevent the transmission by wire in the United States of any program to a station in a foreign country for the purpose of broadcast by that foreign station without permission for the wire of that program by the Federal Radio Commission." This is obviously aimed at Dr. John R. Brinkley's XER, at Villa Acuna, Mexico, just across the border from Texas, which is fed its programs largely from the American side. It is also aimed at the half dozen or more similar stations reported to be building for the same purpose along the Mexican side of the border.

### Radio Division Transfer

SENATOR DILL, Democrat, of Washington, also a co-author of the Radio Act, reintroduced his bill of last session to transfer the Radio Division of the Department of Commerce to the Radio Commission (S. 1037) which he declared he believed can be passed this session without amendment. Senator Dill said he was contemplating several other bills, among them one that would halt the networks from acquiring clear channel stations. He also said he wanted a clear channel more definitely defined, in view of the duplications already existing on certain clear channels and the feasibility, as he sees it, of duplicating clear channels along the Atlantic and Pacific seaboards. According to Senator Dill, the Federal Radio Commission has "substituted rules of arbitrary engineering for the court's rule of reason" in maintaining clear channels. He said he sees no reason for clear channels except in the interior of the Country.

### Los Angeles Bar Raps Courtroom Broadcasts

ALTHOUGH Superior Judge Harry W. Falk, of Los Angeles, recently held broadcasts from a courtroom proper, the Los Angeles Bar Association's committee on improper publicity of court proceedings on Dec. 2 passed a resolution condemning such broadcasts.

The resolution read: "Be it resolved, that it is the sense of this committee that radio broadcasting from courtrooms is to be condemned and should not be allowed, and

"Be it further resolved, that no court should permit radio broadcasting of any trial or proceeding before it."

The resolution, which is believed to be a preliminary step to further action, was precipitated by direct-from-the-courtroom broadcasts of the recent trial of David H. Clark for the murder of Herbert Spencer and Charles. Crawford.

## Power of WFLA-WSUN Cut to Improve WTMJ

AS ITS MEANS of complying with the mandate of the Court of Appeals of the District of Columbia, ordering it to "measurably reestablish" the service area of WTMJ, Milwaukee, the Federal Radio Commission on Dec. 11 ordered a reduction in the power of WFLA-WSUN, Clearwater, Fla., from 1 kw. night and 2½ kw. day to 250 watts night and 500 watts day. The status of all other stations on the 620 kc. regional channel, under the decision, remains unchanged.

In so doing the Commission sustained in part, and denied in part, the recommendations of Examiner Elmer W. Pratt, who had recommended that WFLA-WSUN, be permitted to remove its transmitter to a new location and install specially devised equipment to reduce its signal in the direction of WTMJ and that it be permitted to retain its present power. Mr. Pratt also recommended that while the new construction was going forward, WFLA-WSUN reduce its powers to the limits now prescribed by the Commission as permanent.

In the original court proceedings, involving four separate stations, WTMJ held that its service area had been hedged in by actions of the commission in switching the assignment of Florida stations on 620 kc., and in increasing the power of WLBZ, Bangor, Me., from 250 to 500 watts. It had sought, in one of the appeals, an increase to 5 kw.

## High Power Appeals

(Continued from page 11)

proceed unrestricted in their installations despite the appeals, are WHAM, Rochester; WBZ, Philadelphia; WSM, Nashville; WSB, Atlanta; WCCO, Minneapolis; WHO-WOC, Des Moines-Davenport; KSL, Salt Lake City; KOA, Denver; and KPO, San Francisco. Those granted increases to 25 kw. are WOR, Newark; WCAU, Philadelphia; WBZA, Boston-Springfield; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa; and KFAB, Lincoln, Neb.

### Records Cleared

IMMEDIATELY following the expiration of the 20-day appeal period, the Commission on Dec. 8 denied the application of seven of the stations involved in the high power controversy for modification of licenses to increase their powers to 50 kw. This action simply was taken to wipe the Commission records clean, since in its final actions of Nov. 17 it disposed of all 24 of the applications for construction permits to increase to the maximum power. This, it was explained, was simply routine procedure, since the Commission viewed the applications for construction permits and those for modification of license as separate and distinct issues. Those stations of the latter class whose applications were dismissed are WHAM, WCCO, WGN, WTMJ, KGO, KOA and KPO.

# WNAX

reaches:

- A Middle West Market of 2,529,175 families with its primary and secondary coverage.
- A buying market in a buying mood.
- A friendly audience of a friendly station.
- A section of the United States where new improvements constantly open markets for new products.

•• Write for facts and figures.

## WNAX

1000 Watts

526 Meters

570 Kilocycles

YANKTON • SOUTH DAKOTA

# ..... substantial as "BREAD 'N' BUTTER"

is Business  
...here in the  
Northwest

Long ago the Northwest Empire learned its lesson and completely diversified industry as well as agriculture.

And so, today, the area centering in the Twin Cities has a balanced earning and buying power far less affected by changed conditions than almost any other section of the country.

Business is good in the Twin Cities and adjacent Northwest. There's a great reserve of spending money here. To tap this rich flood of dollars you need only tell the right story—through the right medium.

KSTP, the most powerful and most popular of Northwest stations, offers the most economical means of reaching the consumers of this region. There's business here—substantial as "bread 'n' butter." It will pay you to add KSTP to your sales force now.



SAINT PAUL

**KSTP**

MINNEAPOLIS

Full Time Schedule

10,000 Watts  
100% Modulation

19 Hours Daily

**NORTHWEST'S LEADING RADIO STATION**

MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

# Radio Commission's Legislative Proposals to Congress . . .

(Continued from page 7)

mentary or otherwise, Provided: That no natural person so testifying shall be exempt from presecution and punishment for perjury committed in so testifying."

## Lighting of Towers

Sec. 15. Section 4 of the Radio Act of 1927 (47 U.S.C.A., Sec. 84) is amended by striking out the subsection (k) a new subsection as follows:

"(1) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute or there is a reasonable possibility that they may constitute a menace to air navigation."

Sec. 5. Section 9 of the Radio Act of 1927 (47 U.S.C.A., Sec. 89) is amended by striking out the third paragraph thereof and inserting in lieu thereof the following:

"No license granted for the operation of a radio station shall be for a longer term than one year, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term not to exceed one year, but action of the Commission with reference to the granting of such application shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

Said Section 9 of the Radio Act of 1927 is further amended by inserting in the first sentence of the second paragraph of said Section 9 as amended by "An Act continuing for one year the powers and authority of the Federal Radio Commission under the Radio Act of 1927, and for other purposes," approved March 28, 1928, between the word "States" and the words "the District of Columbia" the word "and" in lieu of the comma now appearing and by striking out in said sentence the words "the Territories and possessions of the United States"; and by inserting in the last sentence of said paragraph as amended the word "or" between the word "State" and the word "District" in lieu of the comma now appearing between said words, and by striking out the comma and the words "Territory, or possession" after the word "District" in said sentence and by inserting after the last sentence of said paragraph a new paragraph to read as follows:

"The provisions of this section shall not apply to the Virgin Islands, Porto Rico, Alaska, Guam, Eastern Samoa, and the Hawaiian Islands."

## License Renewals

Sec. 6. Section 10 of the Radio Act of 1927 (47 U.S.C.A., Sec. 90) is amended by striking out the first sentence and by inserting in lieu thereof the following: "The licensing authority may grant licenses, renewal of licenses, and modification of licenses only upon written

application therefor received by it: Provided, however, That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: Provided, further, That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States."

That the following is inserted as paragraph 3 of said section: "No person, firm, company or corporation shall be permitted to transmit by wire any program originating in the United States intended to be retransmitted by radio broadcast stations in any foreign country without first obtaining permission from the Federal Radio Commission upon proper application therefor."

Sec. 7. Section 12 of the Radio Act of 1927 (47 U.S.C.A., Sec. 92) is amended by striking out the whole of said section and inserting in lieu thereof the following:

"Sec. 12. The station license required hereby shall not be granted to, and after the granting thereof such license shall not be transferred in any manner, either voluntarily or involuntarily, or indirectly or transfer of control of any company, corporation, or association holding such license, to (a) any alien or the representative of any alien; (b) to any foreign government or the representative thereof; (c) to any company, corporation, or association organized under the laws of any foreign government; (d) to any company, corporation, or association of which any officer or director is an alien, or of which more than one-fifth of the capital stock may be voted by aliens or their representatives, or by a foreign government or representative thereof, or by any company, corporation, or association organized under the laws of a foreign country; Provided, however, that nothing herein shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by act of Congress or any treaty to which the United States is a party."

## Transfer of Licenses

"The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner disposed of, either voluntarily or involuntarily, or indirectly by transfer of control of any company, corporation, or association holding such license, to any person, firm, company, association, or corporation, unless the Commission shall, after a hearing, decide that said transfer is in the public interest,

and shall give its consent in writing."

Sec. 8. Section 14 of the Radio Act of 1927 (47 U.S.C.A., Sec. 94) is amended by striking out the words "Any station license shall be revocable by the Commission" and by inserting in lieu thereof the following: "Any station license may be revoked, modified, or suspended for a period not to exceed thirty days by the Commission."

Said section is further amended by striking out all of the proviso and by inserting in lieu thereof the following: "Provided, however, that no license shall be revoked, modified, or suspended until the licensee shall have been notified in writing of the proceedings for such revocation, modification, or suspension, the cause for the proposed action, and shall have been given reasonable opportunity to show cause why an order of revocation, modification, or suspension should not be issued: Provided, further, That the Commission may, by unanimous vote of its members, suspend or modify a station license pending the hearing and determination of any such order to show cause, if the public interest, convenience, or necessity require such suspension or modification. In case of such suspension or modification pending hearing, the Commission shall give the licensee immediate notice thereof and said licensee shall upon demand be entitled to an immediate hearing upon the question of the continuance of such suspension or modification pending the hearing and determination of the proposal for revocation, modification, or suspension."

## Procedure in Appeals

Sec. 9. Section 16 of the Radio Act of 1927 (47 U.S.C.A., Sec. 96) is amended by striking out the whole of said section and by inserting in lieu thereof the following:

"Sec. 16. (a) An appeal may be taken to the Court of Appeals of the District of Columbia from any decision or order of the Commission granting or denying, in whole or in part, an application for a construction permit, a station license, a renewal of station license, or a modification of station license, and from any decision or order of the Commission revoking, suspending or modifying, or refusing to revoke, suspend, or modify a construction permit or station license. Such appeal may be taken by any party to the proceeding in which the order was made, whether an applicant, licensee, permittee, or intervenor, except that in case of a decision or order suspending or revoking a station license, the appeal may be taken by the licensee only."

"(b) Such appeal shall be taken by filing with said Court, within twenty days after the decision or order complained of is effective, a notice in writing of such appeal and a statement of the reasons therefor, together with (1) proof of personal service of a true copy of said notice and statement upon

the Commission, and of service thereof by registered mail upon all other parties to the proceeding in which the order complained of was made (such service to be deemed complete upon the deposit in the United States mails of a duly registered envelope addressed to the party to be served, or his attorney, at the address of either as shown by the records of the Commission, containing a copy of said notice and statement), and (2) a bond in such sum as the Court may direct, conditioned that the party appealing will pay the costs of the proceedings if such costs be finally assessed against him. Unless a later date is specified by the Commission as part of its decision or order, the decision or order complained of shall be considered to be effective as of the date on which public announcement thereof is made at the office of the Commission in the city of Washington.

## Court Interventions

"(c) Within thirty days after the service of said notice upon it, the Commission shall file with the Court the originals or certified copies of all papers and evidence filed with or presented to it in the proceeding in which the order appealed from was made, together with a copy of its decision or order, opinion, findings of fact, and conclusions."

"(d) Any party to the proceeding before the Commission, by filing with the Court a notice of appearance, together with proof of service thereof by registered mail upon the party appealing and upon the Commission, within thirty days after the service of said notice upon him, or any other person permitted by the Court to intervene upon a showing of interest in the subject matter and reasonable cause for failure to appear before the Commission, may join in the appeal or appear as a party respondent. Any person may at any time be made a party to the proceedings by the Court if his presence is necessary or proper to a complete determination of the cause."

"(e) At the earliest convenient time the Court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, had, in event the Court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case to the Commission to carry out the judgment of the Court; Provided, however, that the review of the Court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious."

"(f) The Court may, subject to the foregoing limitation, upon notice to the Commission and to all other parties to the appeal, after hearing, and for good cause shown, enter an order staying action of the Commission under the order appealed from, in whole or in part, upon the giving of a bond by the party applying for the stay in such amount and with such terms and conditions as the Court may

(Continued on page 38)

# SANABRIA

WITH THE GENIUS and creative engineering ability of U. A. Sanabria as a nucleus, the Sanabria Television Corporation has been organized for the purpose of helping to further the present embryonic visual broadcasting art in its progressive march toward ultimate commercial perfection.

Sanabria, long-famous as an outstanding television pioneer and well-recognized as the contributor of many fundamental inventions as well as of a refined, greatly superior technique, has won much acclaim during the past several months for his large-screen image projections. While, ordinarily, television reception has always consisted of nothing more than "peephole" pictures from three to six inches square and capable of being viewed through a magnifying lens by only one or two persons simultaneously, Sanabria has publicly demonstrated television images ranging from two to ten feet square—on a screen—before groups of several thousand "lookers" at a time.

Especially noteworthy has been the excellent quality of the Sanabria images. Since the projection of a television picture beyond the three-inch size has the same critical effect as placing it under a microscope, any inherent blemishes or defects are magnified proportionally. For this reason, usually, television workers have been able to produce apparently satisfactory three-inch images only to meet with disaster when attempting to project them out to no larger dimensions than a foot or two square, at which size previously unnoticeable flaws have become resultantly and disfiguringly evident.

Sanabria's ten foot images, however, are unmarred by any such distorting crudities. His broadcasts of "closeups" have, in fact, been declared by laymen and experts alike to be favorably comparable in effect to the projection of similar "shots" in the movies. Furthermore, the Sanabria transmissions necessitate the use of much narrower wavebands than would be required by conventional systems were equivalently fine results to be achieved. This feature is of paramount importance when the present crowded condition of the ether is considered and when one contemplates the lack of available channels with which we are bound to be confronted once visual broadcasting has become worthy of universal popularity.

These spectacular and far-reaching developments—representing as they do a yardstick upon which Sanabria's potentialities and future activities may be gauged—form the corner-stone around which the plans and ideals of the Sanabria Television Corporation are fashioning themselves. To strive with Sanabria in defiance of the many technical difficulties which yet remain, a personnel of brilliant young engineering minds is being trained. It is the uppermost desire of these workers that the Sanabria laboratory, designed from its inception as a research and consulting organization, will contribute its due share of inventions and ideas to the final establishment of a perfected television art.

on the following fact

s area of dependable service, full det

or radio receiving sets in homes.

TE

ON

SANABRIA TELEVISION CORPORATION *age at so small a cost?*

CHICAGO, ILL.

BROADCASTING, ]

tel, Minneapolis

E. H.

# Commission's Legislative Proposals

(Continued from page 36)

deem proper. Pending a hearing upon the application for stay, the Court may enter a temporary stay for a period of not to exceed fifteen days.

## Jurisdiction of Court

"(g) The jurisdiction of the Court of Appeals of the District of Columbia under this section to review any decision or order of the Commission shall be exclusive, and the judgment of said Court shall be final, except that it shall be subject to review by the Supreme Court of the United States upon certiorari as provided in Section 240 of the Judicial Code, as amended, and that nothing in this section shall be construed to prevent the application of Section 239 of the Judicial Code, as amended, (relating to certification of questions of law), to cases in the Court of Appeals of the District of Columbia arising under this section."

Sec. 10. Section 30 of the Radio Act of 1927 (47 U.S.C.A., Sec. 110) is amended by inserting in the first proviso thereof after the word "Alaska" the words "Guam, Eastern Samoa."

Sec. 11. Section 32 of the Radio Act of 1927 (47 U.S.C.A., Sec. 112) is amended by striking out the last four words and by inserting in lieu thereof the following: "each and every day during which such offense occurs."

Sec. 12. No person shall broadcast by means of any radio broadcast station for which a license is required by law of the United States, any information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any information concerning any ticket, certificate or instrument representing any chance, share or interest in or dependent upon the event of any lottery, gift enterprise or similar scheme offering prizes dependent in whole or in part upon lot or chance, or any list of prizes or information concerning any list of prizes awarded by means of any such scheme, and any person so doing, upon conviction thereof, shall be fined not more than \$1,000.00 or imprisoned not more than one year, or both.

## Outlaw Stations

Sec. 13. (a) The Secretary of Commerce shall have authority, through its supervisors and inspectors, to summarily seize any radio-transmitting apparatus used or operated by any person for radio communication or radio transmission of energy in violation of the provisions of the Radio Act of 1927, as amended. If any supervisor or inspector of radio appointed by the Secretary of Commerce has reasonable cause to believe that any such apparatus, so unlawfully used or operated, is concealed in any dwelling house or other place, and affidavit is made as required by law, a search warrant may issue as provided in Title

XI of Public Law No. 24 of the Sixty-fifth Congress, approved June 15, 1917, and any property seized under such search warrant shall be subject to such disposition as the court may make thereof. Supervisors and inspectors of radio appointed by the Secretary of Commerce are hereby declared to be officers of the United States to whom such search warrants may be issued.

(b) The Secretary of Commerce may cause proceedings to be instituted for the forfeiture of such apparatus, with or without a previous seizure, in any district court of the United States within the district where the same is found, or has been seized either summarily or upon a search warrant, by a process of libel. The proceedings upon such libel cases shall conform, as near as may be, to the proceedings in admiralty, except that either party may demand a trial by jury of any issue of fact joined in any such case, and all such proceedings shall be at the suit of and in the name of the United States and conducted by the District Attorney. If such apparatus is found to have been used or operated for radio communication or radio transmission of energy in violation of the Radio Act of 1927, as amended, the same shall be disposed of by destruction or sale as the said court may direct, and the proceeds thereof, if sold, less the legal costs and charges, shall be paid into the Treasury of the United States. Upon the payment of the costs of such libel proceedings and the execution and delivery of a good and sufficient bond to the effect that such apparatus shall not be used or operated in violation of the Radio Act of 1927, as amended, the court may by order direct that such apparatus be delivered to the owner thereof.

## Favors WHDH Move

REMOVAL of WHDH from Gloucester to Saugus, Mass., a distance of about 20 miles, or to a point about eight miles northeast of Boston, was recommended to the Federal Radio Commission by Chief Examiner Yost in a report (Examiner's Report No. 296) made public Dec. 2. The station operating daytime on 830 kc. with 1 kw. Mr. Yost found the removal would not curtail the service of any other station, would not affect the quota, would correct a service deficiency, mobile station of the United States when the installation and use of such apparatus is required by act of Congress or any treaty to which the United States is a party.

## Transfer of Licenses

"The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner disposed of, either voluntarily or involuntarily, or indirectly by transfer of control of any company, corporation, or association holding such license, to any person, firm, company, association, or corporation, unless the Commission shall, after a hearing, decide that said transfer is in the public interest,

## CBS Gets Chesterfield Nightly Account Jan. 4

CHESTERFIELD cigarettes are going on the air over CBS, beginning Jan. 4, with a "Music That Satisfies," series featuring Nat Shilkret and his 36-piece orchestra. The 15-minute program will begin at 10:30 p. m., EST, and will be heard nightly except Sunday over a 67-station hookup, to which other stations may be added later. The soloist to be starred with the orchestra remains to be chosen.

Liggett & Myers Tobacco Co., Durham, N. C., the sponsor, has long been considering using radio, particularly in view of the success achieved by Lucky Strike, Camel and other cigarette features. The CBS account is one of the largest signed by radio and will continue for a year. The agency is the Newell-Emmett Co., New York.

## 25 Ways to Merchandise Programs Are Offered

REPLYING to an inquiry by E. F. Becker of the advertising department of the Firestone Tire & Rubber Co., Akron, as to how to merchandise radio programs, *PRINTER'S INK*, in its issue of Dec. 1, carries a check list "which reveals the possibilities of backing up a program to distributors, consumers, prospects and to the organization." The methods listed are:

Magazine advertising, newspaper advertising, business papers, letters, broadsides, booklets, postcards, blotters, window displays, letterheads, "theater" tickets, photographs, reprints of broadcasts, program bulletins, house magazines, novelties, large telegrams and radiograms, counter displays, samples, contests, stickers and inserts, car cards, phonograph records, salesman's portfolios, sheet music.

## PROFESSIONAL DIRECTORY

**JANSKY and BAILEY**  
Consulting Radio Engineers  
Commercial Coverage Surveys  
Allocation Engineering  
Station and Studio Installations  
Engineering Management  
National Press Bldg. Wash., D. C.

**T. A. M. CRAVEN**  
Consulting Radio Engineer

National Press Building  
WASHINGTON, D. C.

**EDGAR H. FELIX**  
202 Beechwood Road  
Ridgewood, N. J.  
Field Intensity Surveys  
Allocation and Station  
Management Problems



## HOW to write for the radio . . . . .

Is it easy to break into radio writing? Yes—if you know how. Here is the first book ever written which tells the rules and requirements of this new and specialized form of literature.

## RADIO WRITING

By Peter Dixon

This book is a valuable guide to the peculiar conditions, requirements, and restrictions which govern every radio writer. Mr. Dixon tells about the special technique required and gives the fundamental rules. He shows what is necessary before material is suited for radio presentation and he indicates various partially developed fields, with suggestions as to how individual ideas and initiative may pave the way to success.

Mr. Dixon has had varied and extensive experience in both broadcasting and radio writing. He is perhaps best known for the broadcasts entitled "Raising Junior."

"Those of you with the desire to write scenarios will find endless value in RADIO WRITING. Aspiring writers will profit by close study of the book."—*Philadelphia Public Ledger*.

"The first milestone in the field of radio writing."

—*New York Sun*

Price \$2.50 at all bookstores

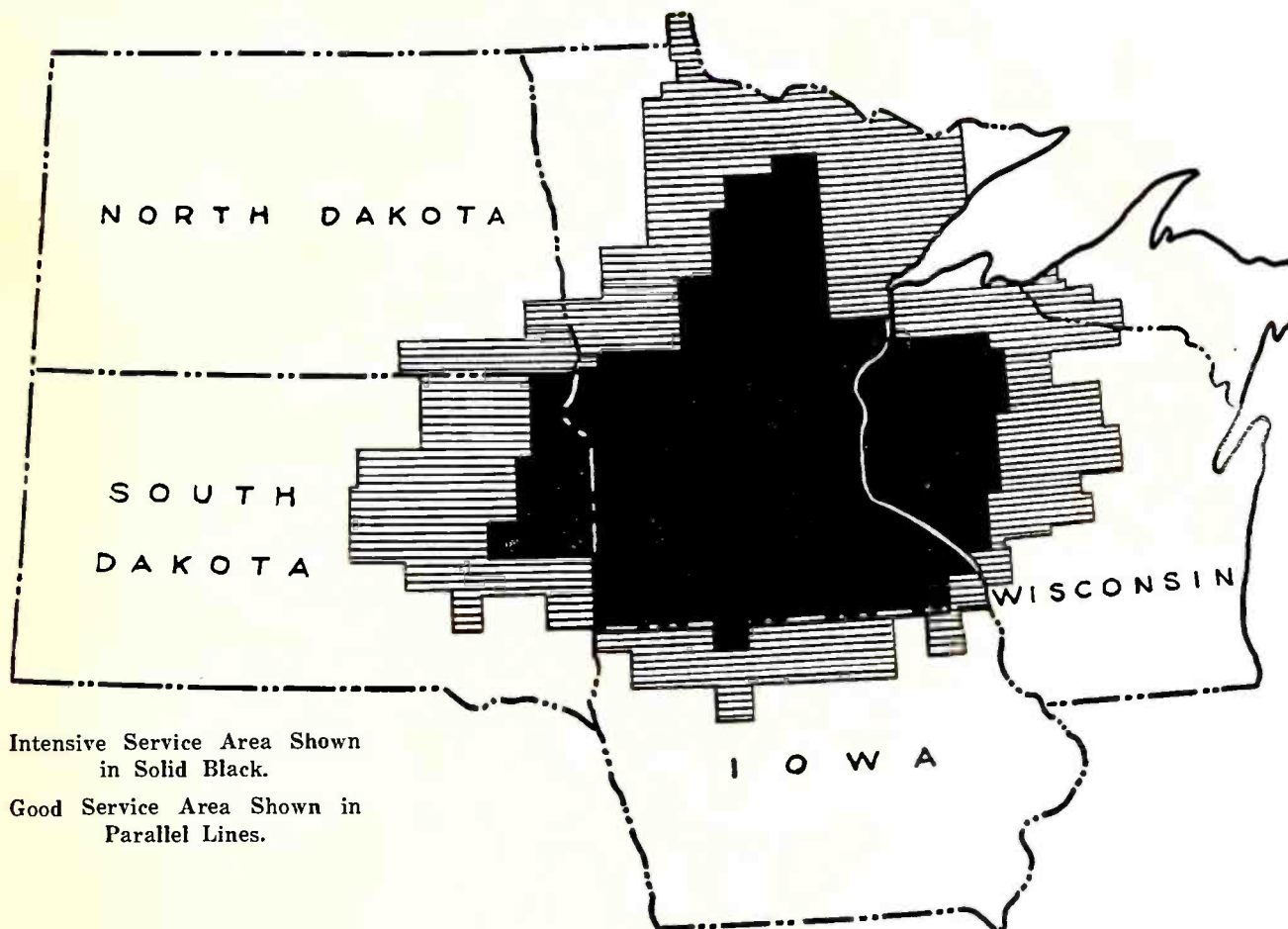
THE CENTURY COMPANY  
353 Fourth Avenue  
New York City

I enclose herewith my ( ) check ( ) money order for \$2.50. Please send me a copy of RADIO WRITING by return mail.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

# MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown  
in Solid Black.

Good Service Area Shown in  
Parallel Lines.

## **\$0.00052**

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

## **414,130**

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

## **A 2-Cent Stamp**

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

### **The foregoing figures are based on the following factors:**

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

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*What other medium can offer such wide regional coverage at so small a cost?*

## **NORTHWESTERN BROADCASTING, Inc.**

H. A. BELLOWS, Pres.

Offices: Nicollet Hotel, Minneapolis

E. H. GAMMONS, Vice Pres.

# Station **WOR**

Newark, New Jersey

## New Jersey leads in percentage of families owning radio sets

*Newark Evening News, November 30, 1931*

### The 1930 United States Census Reports

| AREA                    | Total Families | Families Having<br>Radio Sets | Percentage Having<br>Radio Sets |
|-------------------------|----------------|-------------------------------|---------------------------------|
| New Jersey . . . . .    | 987,616        | 625,639                       | 63.3                            |
| New York . . . . .      | 3,162,118      | 1,829,123                     | 57.8                            |
| Massachusetts . . . . . | 1,024,527      | 590,105                       | 57.6                            |
| Connecticut . . . . .   | 389,596        | 213,821                       | 54.9                            |
| Pennsylvania . . . . .  | 2,239,179      | 1,076,770                     | 48.1                            |
|                         | 7,803,136      | 4,335,458                     | 56.3 Average                    |

Approximately 4.1 persons per family

# **WOR**

America's Leading Independent Station Serving Greater  
New Jersey and New York Metropolitan Area

**BAMBERGER BROADCASTING SERVICE, Inc.**

**NEWARK . NEW JERSEY**

**New York Office: 1440 BROADWAY • New York City**